TECHNOLOGY DEPT.

FEBRUARY 16, 1953

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IN THIS ISSUE:

...amount Decision; ...CBS, DuMont Plans
Pages 27-36

...p. Detergent Bottle ...nefits Radio, TV
Page 36

...ed AM Applicants ... TV; 15 Other CPs
Pages 52 & 55

...o New TV's Start ...peration in Black
Page 58

...ATURE SECTION
Starts on page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV

RADIO—10.4 HOURS

Television — 2.6 hrs. per day

Daily Newspapers — 1.2 hrs. per day

Magazines — 0.79 hrs. per day

Weekly Newspapers — 0.17 hrs. per day

Iowa's 806,000 families spend more than TWICE as much time with RADIO as with all other media COMBINED!

and WHO continues to be Iowa's BEST ADVERTISING BUY!

Send for the FACTS TODAY

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . *and that WHO continues to be Iowa's best advertising buy!*

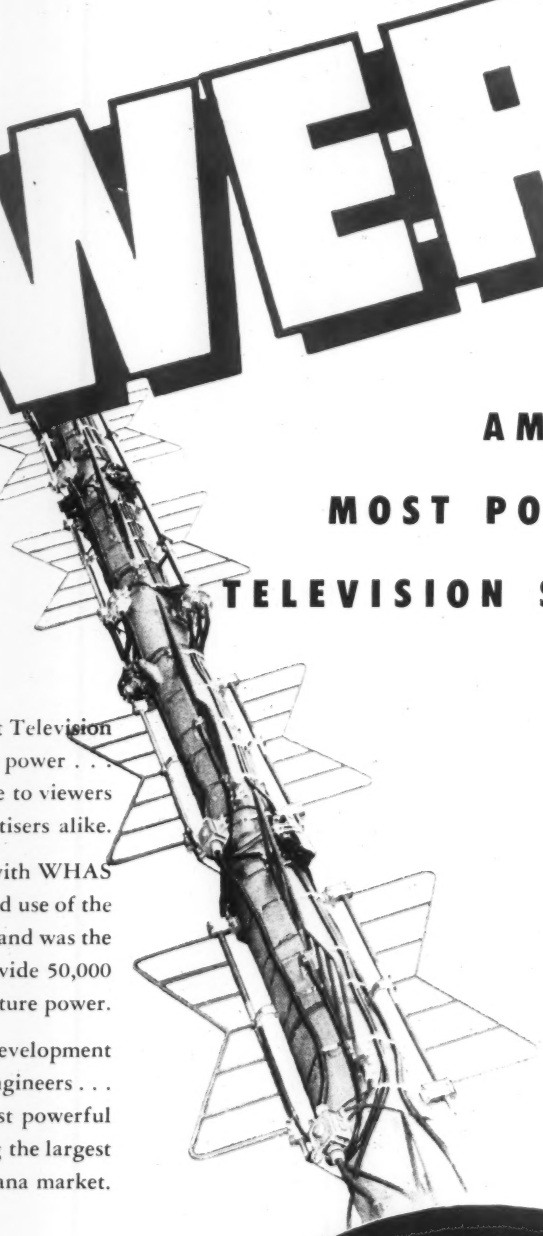
WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

NOW...316,000 WATTS...

POWER!



AMERICA'S MOST POWERFUL TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Basic CBS
Channel 11

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

TOP LOCAL PROGRAMMING
ABC • CBS • NBC • DUMONT

4 Great years of telecasting
Great expansion programs..
that's WICU-TV
the ERIE DISPATCH station

1

Hi-Lites of News and Sports starring Bob Lundquist, a daily 15-minute program. Erie folks watch and listen when Bob performs.

2

SERVED AND SOLD

The Tune Toppers play music the way you like to hear it. Starring outstanding area talent, this program, now in its third year, boasts terrific success stories.

3

Let's Go Dancing, starring Ollie Brown and his Ranch Boys. This popular program has been televised for more than four years over WICU-TV.

4

The Woman's Page of the Air, starring Mary Lois Traphagen 30 minutes a day, Monday thru Friday, presents helpful cooking hints, latest fashions and interviews. A fresh, wholesome approach, this TV show is open for participation—ask about the results obtained by other advertisers!

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

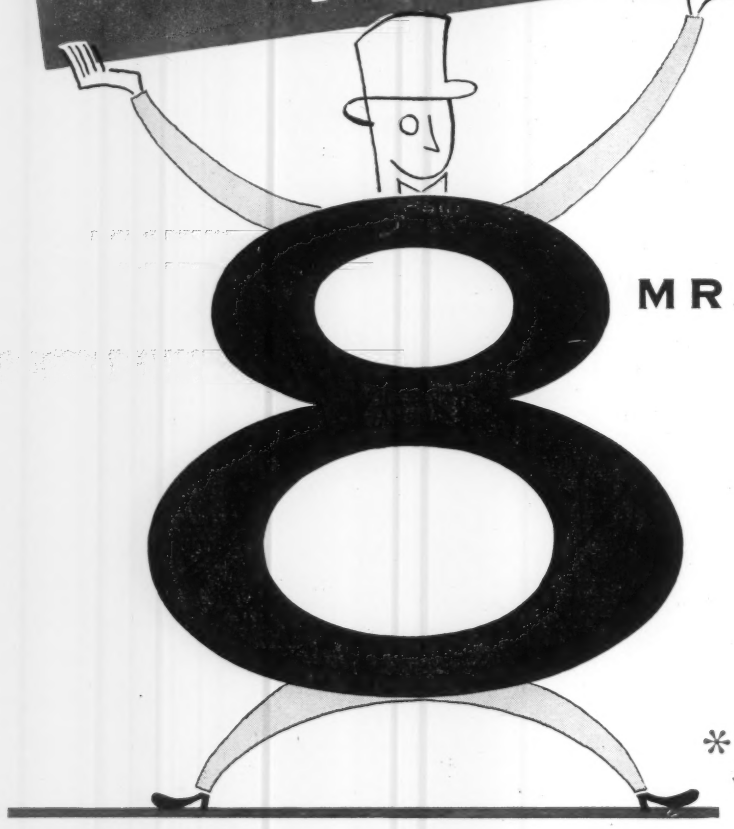
New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives: WIKK—H-R Co. WICU-TV, WTOD—Headley-Reed Co. ERIE DISPATCH—Reynolds-Fitzgerald
WHOO—Avery-Knodel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WGAL-TV
LANCASTER, PA.*



MR. CHANNEL 8

symbol of WGAL-TV's increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV's rich Pennsylvania market area through network and locally-produced programs.

* rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.

NOW— the Ford Motor Company, long-time sponsor of WGAL-TV's World News, benefits from this great new Channel 8 power increase. Many other national advertisers using WGAL-TV locally produced shows also see their profit view enlarged. Among them:

BALLANTINE	R.C.A.
ANACIN	NESTLE
SINCLAIR OIL	TYDOL GASOLINE
PYREX	INTERNATIONAL HARVESTER
ROPER RANGES	HAMILTON WATCH

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
A Steinman Station
Clair R. McCollough, Pres.

closed circuit

BAB has hit jackpot which will benefit entire radio industry. After hitting hard at department stores for fair shake in competition with newspapers, Bureau has go-ahead from large chain of department stores which has agreed to use half its total budget for radio. Details of proposed $400,000 campaign will be ready for release some time in March. Previously only sporadic radio was bought, with bulk going to black-and-white.

★ ★ ★

BROADCAST MUSIC INC. enjoying another good year, expected again to give discount to its broadcaster licensees. BMI management won plaudits of its board of directors at annual meeting last week at Belleair, Fla., for its steady progress. Next project expected to be in serious music field through its subsidiary, Associated Music Publishers, headed by Charles Wall, who also serves as vice president-treasurer of BMI.

★ ★ ★

PLAN OF NARTB TV Code Review Board to advise President Eisenhower of its work at personal interview has hit snag—but not at White House. NARTB Radio Board, evidently figuring that visit was prerogative of full board, took exception, with result that code group's request for engagement was withdrawn following Belleair, Fla., NARTB board meeting fortnight ago. Now TV Code Board, on ground that it's autonomous, plans to reinstate request. Its members are John Fetzer, chairman; J. Leonard Reinsch, vice chairman, E. K. Jett, Walter J. Damm and Mrs. A. Scott Bullitt.

★ ★ ★

WHAT WITH CBS' H. Leslie Atlass taking over former WBKB (TV) as part of ABC-United Paramount merger—and new local TV shows being showcased for eventual network origination—there's rosy glow of optimism over future of Chicago television these days. It's agreed that under Mr. Atlass' wing, WBKB (WBBM-TV) will emphasize local public service programming, with accent on showmanship. And, of course, new United Paramount money and blood is expected to hypo ABC Chicago programming on old WENR-TV.

★ ★ ★

EXPERIMENT that may pave way for settlement of vexatious baseball-TV minor league problem launched in Atlanta, where Southern Association club will seek to presell blocks of season tickets premised on telecasting of games over WSB-TV. Club, station and *Atlanta Journal* and *Constitution*, which own WSB properties, working together with Junior Chamber in project to pre-sell 25-30,000 four-ticket books at $5, good for any games, with telecasts as bait. If club breaks even on tickets, concessions will make money and precedent will be established for other ball clubs. Idea gleaned from Baltimore professional football project where sufficient advance sales were made to underwrite acquisition of Dallas franchise.

WITHDRAWAL of portion of principals from WMSC Columbia, S. C., to join WIS owners in WIS-TV Corp., granted Ch. 10 there last week, hailed in some quarters as practical solution to FCC concern over dual AM station tie-ups inherent in "marriage" TV bids. FCC, however, granted Ch. 47 to Macon merger group, but only after WBML and WNEX reduced respective holdings to 45% and brought in third independent party with 10% balance of control.

★ ★ ★

RISING INDIGNATION evident among telecasters over free plugs being given consumer magazines, thus building newsstand circulation, which publishers use to belay TV competition. It works this way: Magazine runs glowing article on TV programs, or gives it award. Advertiser reciprocates by giving magazine generous mention or perhaps shoves in commercial covering presentation of award. Affiliates' ire rising to point where action banning such free rides may be taken at NARTB convention.

★ ★ ★

ALL-INDUSTRY push to persuade Congress to delete no censorship provisions of Sec. 315 of Communications Act (which forbids broadcasters censoring political candidates' speeches on air) due to get underway this week. NARTB board at Florida session approved Government Relations Director Ralph Hardy's outline of basic broadcasters' position—which has an ultimate goal elimination of Sec. 315 entirely. Since this appears impossible in near future, campaign in this Congress will be for authority to delete libel and slander from politicos' broadcasts so broadcaster won't be "in between" on libel laws—forbidden by FCC to eliminate defamation, but liable to damage suits under state laws.

★ ★ ★

SEN. CHARLES W. TOBEY (R-N.H.), chairman of Senate Interstate & Foreign Commerce Committee, may proceed slowly on legislation to dehorn broadcasters from dilemma of political libel. Senator feels that, while his group has jurisdiction over Communications Act, matter generally might better be pursued by Senate Judiciary Committee as part of overall political problem. Sen. Tobey agrees that problem is "vexsome" for radio-TV broadcasters but seems lukewarm to taking any specific action.

★ ★ ★

MEETING of FCC officials with House Interstate & Foreign Commerce Committee Feb. 19-20, is no probe but get-together aimed at acquainting new members with work of agency, give all members opportunity to ask questions. That's not to say some searching questions won't be asked. Among those understood to be in minds of some of New Jersey Rep. Charles A. Wolverton's committee are: "Strike" applications [B•T, Feb. 9], results of McFarland Act, educational TV, color TV, length of TV hearings.

IN THIS ISSUE

LEAD STORY

ABC-United Paramount decision issued by FCC:

What it will mean to ABC operations. *Page 27.*

Principal points in FCC decision. *Page 28.*

Sen. Tobey says decision violates U. S. anti-trust laws. *Page 30.*

Zenith may take the decision to court. *Page 30.*

The decision summarized. *Page 33.*

FCC finds Paramount Pictures controls DuMont. *Page 35.*

ADVERTISERS & AGENCIES

Soaps vs. detergents battle for sales is a bonanza for radio and television. *Page 36.*

Radio is today's bargain buy among media, Washington Ad Club is told. *Page 38.*

FACTS & FIGURES

Think old movies are dull on television? 99% of the TV audience disagrees with you. *Page 42.*

FILM

Howard Hughes regains controlling interest in RKO Radio Pictures. *Page 46.*

PROGRAM SERVICES

BMI this year will merge its program clinics with BAB sales clinics, to save time and travel for broadcasters. *Page 48.*

GOVERNMENT

FCC grants 17 more TV stations. *Page 52.*

Merged TV applications of rival AM broadcasters in two cities are granted by FCC. *Page 55.*

STATIONS

Two post-freeze TV stations, one of them uhf, report they're in the black within a month after starting operation. *Page 58.*

Here's how WHAS-TV stepped up its visual signal power to 316 kw. *Page 64.*

FEATURES

Taped television: What it will cost, how it will work, how much it will save. *Page 77.*

The secrets of producing musical commercials that sell. *Page 80.*

Intricacies of the new copyright laws explained. *Page 84.*

UPCOMING

Feb. 16-17: Advertising Federation of America, New England District Meeting, Springfield, Mass.

Feb. 26-27: ABC Radio and Television Affiliates Advisory Boards Meeting, New York.

Feb. 27-28: Third Annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

(For other Upcomings, see page 121)

Any Advertiser

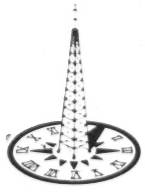
CAN

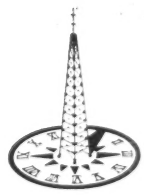
and most advertisers

SHOULD

use

SPOT RADIO





REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

IS YOUR ADVERTISING ALL BONE AND MUSCLE?

1. Are you cutting down in low profit areas?

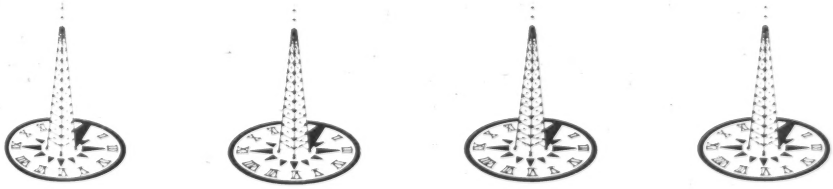
2. Are you concentrating your ad dollars in major markets?

3. Are you backing up your salesmen market by market?

4. Are you exploring ways to redevelop old markets?

5. Are you able to pinpoint your advertising dollars in true proportion to sales potential?

If you're not, there's <u>one</u> way to be sure. Use Spot Radio on any of these great stations.



SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WJZ	New York	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

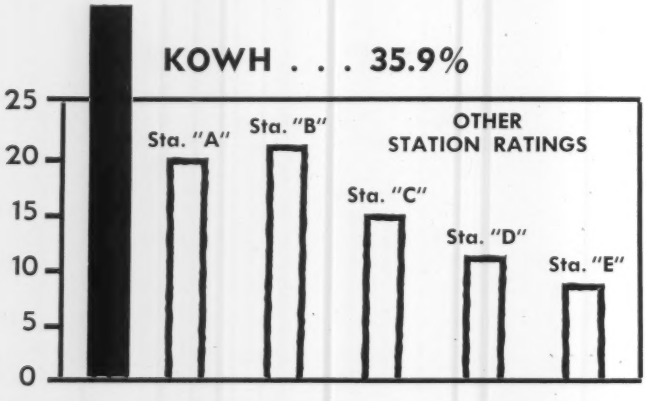
*Also represented as key stations of the

TEXAS QUALITY NETWORK

All It Took was a Repeater. . .

. . . Just issued to frontier troops, to foil an Indian massacre. One column, threatened with annihilation and outnumbered four to one by savage Sioux, took a stand on a sandbar behind a dead-horse barricade. New repeater rifles provided the firepower to repulse the attackers until relief arrived three days later.

KOWH features a repeater action too—the kind that uses your sales-ammunition to the best advantage in the Omaha, Council Bluffs area. Draw a bead on the below Hooper, averaged for the 15 month period from October, 1951, thru January, 1953. *15 consecutive reports have shown KOWH in first place!*



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Hooper, Jan., 1953)

Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

General Mills Studying New 'Package Deal'

GENERAL MILLS, Minneapolis, "considering one or two plans" for saturation radio-TV spot campaign similar to package deal evolved last year with number of stations. Campaign will be over longer period of time, Lowry Crites, firm's radio-TV media director, disclosed Friday. He said plan would be announced within week or ten days.

Mr. Crites said company is thinking along lines of advertising many different products in summer drive.

He told B•T company feels stations will be receptive to General Mills package deal. Last year, 455 announcements were aired over 13-week period, with four-fifths of schedule in Class A time and overall rate based on one-half of each station's one-time rate. Mr. Crites said new package blueprint, when finally evolved, would "not necessarily" follow this formula, but indicated there would be similarity.

It was understood General Mills had reasonable assurances from stations in 1952 they would be receptive to similar plan this year. There is "evidence" that "great many" stations would be interested again, an official of Knox Reeves advertising, GM agency, said.

Pattern will depend partly on company's decision with respect to network radio.

Once plan is announced, company officials plan to deal directly with stations, touring country sometime early in March.

DuMONT STATEMENT

DR. ALLEN B. DuMONT, president Allen B. DuMont Labs, said Friday that AB-PT decision means two things for DuMont: First, "We now have permanent instead of temporary licenses for our stations"; second, "we can have only one more station instead of two, or perhaps if Paramount files for it they will get the additional license." Dr. DuMont pointed out that FCC decision, in stating that Paramount had control of DuMont, used the word in limited and unusual sense to mean negative rather than positive control. All Paramount can do to exercise this control, he said, is to block an attempt of DuMont faction to amend the corporation's charter, which he described as unlikely (story page 27).

FOUR NARTB DIRECTORS ELECTED BY DEFAULT

FOUR district directors who will serve on NARTB Radio Board for two-year terms starting at Los Angeles spring convention were elected without opposition when nominations closed Friday, according to C. E. Arney Jr., NARTB secretary-treasurer.

New directors are:

DISTRICT 7 (Ohio, Ky.)—F. Ernest Lackey, WHOP-AM-FM Hopkinsville, Ky.

DISTRICT 9 (Ill., Wis.)—Hugh K. Boice Jr., WEMP-AM-FM Milwaukee, Wis.

DISTRICT 13 (Texas)—Kenyon Brown, KWFT Wichita Falls, Tex. (incumbent).

DISTRICT 17 (Wash., Ore., Alaska)—R. M. Brown, KPOJ-AM-FM Portland, Ore.

Final ballots for all nine odd-numbered directorships as well as at-large vacancies (large, medium, small and FM stations, one each) to be mailed to eligible station representatives Feb. 27.

Wide-open contests indicated in at-large categories, with seven candidates for large stations, 25 for medium, 17 for small and 15 for FM.

Full list of nominees, in addition to four uncontested districts, follows:

DISTRICT 1 (New England) — Herbert L. Krueger, WTAG-AM-FM Worcester, Mass.; William B. McGrath, WHDH Boston (incumbent).

DISTRICT 3 (Del., Pa., Md., W. Va.)—Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; George H. Clinton, WPAR-AM-FM Parkersburg, W. Va.; George D. Coleman, WGBI-AM-FM Scranton, Pa. (former director).

DISTRICT 5 (Ala., Fla., Ga., P. R.)—John Fulton, WGST-AM-FM Atlanta; James W. Woodruff Jr., WRBL-AM-FM Columbus, Ga.

DISTRICT 11 (Minn., N. D., S. D.)—Harry W. Linder, KWLM Willmar, Minn. (incumbent); John F. Meagher, KYSM Mankato, Minn. (former director).

DISTRICT 15 (No. Calif., Nev., T. H.)—Paul R. Bartlett, KFRE-KRFM (FM) Fresno, Calif; William D. Pabst, KFRC San Francisco; William B. Smullin, KIEM Eureka, Calif. (former director; author of by-laws amendment limiting directors to two consecutive terms).

LARGE STATIONS—Otto P. Brandt, KING Seattle; Martin Campbell, WFAA Dallas; John H. DeWitt Jr., WSM Nashville; Robert B. Hanna Jr., WGY-WGFM (FM) Schenectady; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville; W. H. Summerville, WWL New Orleans.

MEDIUM STATIONS—Joseph K. Close, WKNE Keene, N. H.; Roy Dabadie, WJBO Baton Rouge La.; Robert Dillon, KRNT Des Moines; John Esau, KTUL Tulsa; George J. Higgins, KMBC Kansas City; Rex Howell, KFXJ Grand Junction, Colo.; J. Frank Jarman, WDNC Durham, N. C.; Ray P. Jordan, WDBJ Roanoke; Herbert L. Kruger, WTAG-AM-FM Worcester, Mass.; C. Howard Lane, KOIN Portland, Ore.; Nathan Lord, WAVE Louisville; William B. Quarton, WMT Cedar Rapids; James D. Russell, KVOR Colorado Springs, Col.; G. Richard Shafto, WIST-AM-FM Charlotte, N. C.; Henry W. Slavick, WMC Memphis; Calvin J. Smith, KFAC-AM-FM Los Angeles; William B. Smullin, KIEM-KRED (FM) Eureka, Calif.; C. L. Thomas, KXOK St. Louis; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise, Idaho; William E. Ware, KSTL St. Louis; Gunnar O. Wiig, WHEC Rochester; R. B. Williams, KVOA Tucson, Ariz.; James W. Woodruff Jr., WRBL-AM-FM Columbus, Ga.; Karl O. Wyler, KTSM El Paso.

SMALL STATIONS—John Alexander, KODY North Platte, Neb.; Matthew H. Bonebrake, KOCY Oklahoma City; Edward Breen, KVFD Fort Dodge, Ia.; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Fred Fletcher, WRAL-AM-FM Raleigh, N. C.; E. J. Gluck, WSOC-AM-FM Charlotte; Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Bill Hoover, KADA Ada, Okla.; Edgar Kobak, WTWA Thomson, Ga.; Ben A. Laird, WDUZ Green Bay, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Bob McRaney, WCBI Columbus, Miss.; Robert T. Mason, WMRN Marion, Ohio; John F. Meagher, KYSM-AM-FM Mankato, Minn.; J. Perry Sheftall, WJZM Clarksville, Tenn.; Gene Trace, WBBW Youngstown, Ohio; Charles C. Warren, WCMI Ashland, Ky.

FM STATIONS—Paul R. Bartlett, KFRE-KRFM (FM) Fresno, Calif.; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Everett Dillard, WASH (FM) Washington; Fred Fletcher, WRAL-AM-FM Raleigh, N. C.; Robert W. Ferguson, WTRF-FM Bellaire, Ohio; E. J. Gluck, WSOC-AM-FM Charlotte, N. C.; Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Robert B. Hanna Jr., WGY-WGFM (FM) Schenectady, N. Y.; Ted Leitzell, WRFM (FM) Chicago; Merrill Lindsay, WSOY-FM Decatur, Ill.; G. Richard Shafto, WIST-AM-FM Charlotte, N. C.; Calvin J. Smith, KFAC-AM-FM Los Angeles; Wallace E. Stone, WMIT (FM) Clingman's Peak, N. C.; Ben Strouse, WWDC-AM-FM Washington (incumbent); Edward A. Wheeler, WEAW (FM) Evanston, Ill.

Twelve nominees were named for directorships in more than one category. They have 10 days to decide in which one category they will run. Those in two or more groups are Messrs. Bartlett, Diehm, Fletcher, Gluck, Goldman, Hanna, Krueger, Meagher, Shafto, Smith, Smullin and Woodruff.

• BUSINESS BRIEFLY

FORD TRUCK DRIVE • Ford Motor Trucks through J. Walter Thompson Co., N. Y., lining up radio and TV spot campaign to promote its 1953 model in about 240 radio and 20 TV markets for about two weeks early in March. Ford usually expands its spot buys district by district.

NEW C-P-P PRODUCT • Colgate-Palmolive-Peet coming out with new product, Lustre Creme Home Permanent, and planning test TV spot campaign to start in late February in from three to six markets. Agency: Lennen & Newell, N. Y.

RADIO FOR LINCOLN • Lincoln Mercury cars placing district by district varied radio spot campaign starting Feb. 23. Length of contract extends three, four and ten weeks in different districts. Agency: Kenyon & Eckhardt.

BENDIX ON *TODAY* • Bendix Home Appliance Div. of Avco Mfg. Co., South Bend, Ind., buying 13 participations on NBC-TV's *Today* for six-week period. Local dealers-distributors being supplied radio-TV commercials for use on co-op basis. Campaign may go national in March. Firm will advertise its new Duomatic washer-dryer, introduced last January. Agency: Earle Ludgin, Chicago.

ICE-MAKER SPOTS • Servel Inc., Evansville, Ind., preparing four-week spot announcement campaign for its new automatic ice-maker refrigerator to start March 30 in about 100 radio-TV markets. Agency: Hicks & Greist, N. Y.

SPOTS FOR NASH • Nash cars through Geyer Inc., N. Y., preparing two-day TV and three-day radio spot schedule starting March 5 in more than 100 radio and TV markets.

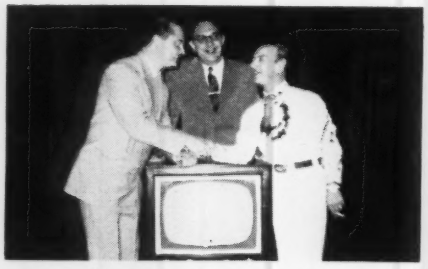
SOUTHERN CAMPAIGN • Hood Chemical, through Hilton & Riggio, N. Y., placing quarter-hour transcribed show plus spots in about dozen radio markets, mostly in South, starting April 1 for 13 weeks, to promote bleaches, starches.

KIX ON NBC-TV • General Mills, Minneapolis, will advertise its Kix corn cereal when it begins once-a-week sponsorship of *Ding Dong School* on NBC-TV March 6.

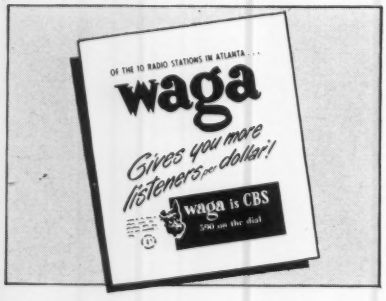
KING OF THE DISC JOCKEYS

IN ATLANTA, GA.

JON FARMER



Jon Farmer receives 21-inch TV set from Hank Snow, Victor recording star, and Sam Wallace of the Yancey Company.



WRITE FOR THIS FOLDER which shows that of the 10 radio stations in Atlanta, WAGA gives you more listeners per radio dollar.

Who is the most popular disc jockey in Atlanta?

That was the question *Hank Snow*, the *Singing Ranger*, and the local distributor of RCA recordings wanted to know.

30,000 radio listeners supplied the answer by voting on 27 disc jockeys from 14 stations within a radius of 40 miles of Atlanta.

The winner and champion disc jockey—our own *Jon Farmer!*

Local and national advertisers alike are using Jon Farmer to boost their sales in Atlanta—the nation's 29th market in total retail sales.

Let us tell you how WAGA and Atlanta's most popular disc jockey can team together to build sales for you.

waga

CBS radio in Atlanta, Ga.

Represented nationally by the KATZ AGENCY, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

XUM

at deadline

KWTO Power Boost Set Aside; Other Actions

POWER BOOST from 1 kw to 5 kw at night for KWTO Springfield, Mo., was set aside by FCC Friday and scheduled for further hearing before Examiner J. D. Bond at date to be specified. Action was in accord with mandate of U. S. Court of Appeals for District of Columbia which ruled Commission erred in not heeding interference claims of KFDM Beaumont, Tex. KWTO is assigned 5 kw day, 1 kw night on 560 kc, directional. FCC made WIND Chicago, KLZ Denver and KFDM parties to hearing.

WSMB to Amend TV Bid

WSMB New Orleans, one of several properties involved in last week's Paramount decision by FCC (see story page 27), is amending its TV bid from Ch. 20 to Ch. 32. Ch. 32 newly available as result of finalizing of Commission order to substitute Ch. 69 for Ch. 39 at Bogalusa, La. FCC corrected sub-standard spacing.

Television Actions

FCC Broadcast Bureau late last week took following television actions:

WBRC-TV Birmingham, Ala., granted special temporary authorization for commercial operation, except for use of DuMont series 1000 and 2000 transmitter. Transmitter output 5 kw visual, 2.5 kw aural; to June 17.

KOLN-TV Lincoln, Neb., granted STA for commercial operation to Aug. 11.

WCCO-TV Minneapolis, Minn., granted STA for commercial operation, transmitter output 17.5 kw visual, 8.9 aural; to Aug. 4.

WTVJ (TV) Miami, Fla., granted extension of STA with facilities in current license except for 5 kw visual and 2.5 kw aural; to Aug. 1.

WKNB-TV New Britain, Conn., granted STA for commercial operation except RCA TTU-1B trans. 1 kw visual, 0.6 kw aural; from Feb. 6 to June 30.

WLVA-TV Lynchburg, Va., granted STA for commercial operation to July 17.

WCBS-TV New York, granted change to ERP 43 kw visual, 22 kw aural, antenna height above average terrain 1290 ft.

WGLV (TV) Easton, Pa., granted change to ERP 83 kw visual, 44 kw aural, antenna 1060 ft.

Three TV Applications

Late Friday, three new TV applications were filed with FCC. They are:

Sheboygan, Wis.—Television of Sheboygan Inc., uhf Ch. 59, ERP 20 kw visual, antenna 340 ft. above average terrain. Construction $175,000, operating $140,000, revenue $130,000. Owner of applicant is Press Publishing Co., owner of WHBL-AM-FM Sheboygan.

Fresno, Calif.—R. M. Schuler, L. E. Chenault, Bert Williamson, and L. H. Todd, uhf Ch. 47, ERP 103 kw visual, antenna, 2,314 ft. Construction $318,770, operating $300,000, revenue $375,000. Messrs. Schuler, Chenault and Williamson have interests in KYNO Fresno; Mr. Chenault also holds interest in KTVU (TV) Stockton, Calif.

Norfolk, Va.—Beachview Bestg. Corp., vhf Ch. 10, ERP 316 visual, antenna 383 ft. Construction $642,825, operating $750,000, revenue $642,825. Principals include president and treasurer **Dudley Cooper** (50%), Norfolk real estate; secretary **Irving M. Kipnes** (50%), account executive for ad agency Cohen & Miller, Washington, D. C.

WTVI (TV) on DuMont

WTVI (TV) Belleville, Ill., near St. Louis, signed as DuMont TV network affiliate replacing KSD-TV St. Louis in DuMont lineup, Elmore B. Lyford, network's station relations director, announced Friday. WTVI, owned by Signal Hill Telecasting Corp. and assigned uhf Ch. 54 with 220 kw ERP, is slated to start operations May 15.

COVERAGE REPORTS

WARD DORRELL of John Blair & Co. appointed chairman of Station Representatives Assn. committee to study and evaluate findings of Nielsen coverage studies and Standard Audience Measurement Services. Other committee members: Louis Moore, Robert Meeker Assoc.; Jones Scovern, Free & Peters; Daniel Denenholz, Katz Agency; Russ Walker, John E. Pearson Co.

New York Research Panel Becomes Battle Royal

WHAT was scheduled as panel discussion of broadcast audience rating services, with spokesmen for Hooper, Pulse, American Research Bureau and Nielsen explaining "why we do what we do," was turned into free-for-all, no-holds-barred battle royal by first speaker, C. E. Hooper, who devoted his allotted 20 minutes to pointing out shortcomings of other services. Meeting held Thursday night in New York by Radio Television Executives Society.

Mr. Hooper's bitterest attack was aimed at Pulse, whose roster-recall method he termed "unparalleled in inaccuracy" and "worse than worthless." He quoted Pulse ratings for four programs on WOAI-TV San Antonio, which, he declared, were never telecast. Sydney Roslow, director of Pulse, explained that its rosters are prepared from station logs, which sometimes are wrong, but he said that if Mr. Hooper could find so few errors in the thousands of station quarter-hours rated by Pulse each month, Pulse's overall record must be remarkably high.

Explaining their systems to society were: Dr. Roslow, house-to-house interviews; Mr. Hooper, telephone coincidental plus diaries; James Seiler, American Research Bureau, diaries; T. R. Shearer, A. C. Nielsen Co., Audimeters.

CAAB Praises Akerberg

ASSIGNMENT of Herbert V. Akerberg as full-time CBS-TV station relations vice president received plaudits of CBS-TV Affiliates Advisory Board Friday in resolution expressing its pleasure at Mr. Akerberg's appointment and commending "the CBS Television Division for thus making it possible for Mr. Akerberg to devote his full and unique abilities and energies to CBS Television station relations thereby assuring the sound growth of the network and its affiliates" (see story page 72).

CBS Joins ARF

CBS Television has joined Advertising Research Foundation, ARF reported Friday. Other new members: N. W. Ayer & Son, Grey Adv., Industrial Tape Corp., Meldrum & Fewsmith and Philip Morris & Co. CBS Radio has been ARF member for more than year, one of first to join after media were permitted to become members.

Buy 600 Feature Movies

MORE THAN 600 feature-length motion pictures purchased by WKRC-TV Cincinnati, U. A. Latham, general manager, announced Friday. Purchase price of films not disclosed.

PEOPLE

GEORGE ARKEDIS, Central Network sales manager, CBS-TV, to WBBM-TV Chicago as sales manager.

GEORGE KLAYEK, account executive, CBS-TV, N. Y., new Central Network sales manager effective today (Monday).

EDWIN J. SHERWOOD, TV promotion manager, Admiral Corp., Chicago, joins Kling Studios Inc., same city, as coordinator of TV production and sales. **FRED NILES** continues in overall charge of all TV-motion picture activities. Mr. Sherwood was associated with many Admiral TV programs and originated commercial policy of firm during political conventions.

CARL TILLMANNS, in charge of radio station sales and services for C. E. Hooper Inc., to Paul H. Raymer Co., N. Y., station representatives, as manager of sales research and promotion, succeeding **MARK FINLEY,** who has been appointed promotion and public relations manager for *Boston Post*.

LANN B. SMITH, senior art director of Hirshon-Garfield, N. Y., named vice president. He has been with agency 20 years.

Funeral services for **RAYMOND KNIGHT,** veteran radio and television writer-director-producer, were to be held Saturday at Walter B. Cooke funeral home, New York. Mr. Knight, said to have created more than 100 programs during his 25-year career, died Thursday in Columbus Hospital, N. Y., at 54.

Drive to Support Sports Events Planned

PROGRAM designed to encourage public support of sports events submitted to radio-TV set manufacturers by Dan D. Halpin, Allen B. DuMont Labs., chairman of Sports Promotion Subcommittee of Radio-Television Mfrs. Assn. Ten-point program advocates:

Boost attendance at televised sports in advertising material; display local team schedules in store windows; sell tickets for events; mention "see-the-game-in-person" on broadcasts; sell TV sets to sports celebrities and invite them to make personal appearances; avoid advertising which suggests patrons stay home to see games on TV; offer to cooperate with local sports officials; offer tickets to games in local newspaper contests; cooperate with dealer groups to encourage telecasting of sports events.

Basford Changes

BOARD of directors of G. M. Basford Co. announced three executive changes: Henry C. Silldorff, with agency since 1932 and president since 1947, becomes board chairman; Fred E. Adams, executive vice president who joined firm in 1942, becomes president, and Roger L. Wensley was named chairman of executive committee. G. M. Basford is one of leading industrial advertising agencies, handling more than 50 accounts.

SAG Near Agreement

EARLY settlement of Screen Actors Guild strike against producers of TV filmed commercials indicated Friday as spokesman for producers acknowledged that basic agreement on "most issues" has been reached. Holding up final agreement, he said, was decision from advertising agencies on their attitude toward proposals. It was felt that settlement may be reached by end of this week.

XUM

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million
People
Regularly

With Its
New
100,000
Watts!

– N B C –

KSTP-TV
NBC
REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	36	Film	46	Open Mike	20
At Deadline	9	For the Record	106	Our Respects	18
Closed Circuit	5	Government	52	People	92
Editorial	122	In Review	14	Personnel Relations	74
Education	102	International	100	Program Services	48
Equipment	74	Lead Story	27	Programs & Promotion	86
Facts & Figures	42	Networks	72	Stations	58
Feature Section	75	On All Accounts	25	Trade Associations	48

Executive and Publication Headquarters

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Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor. Staff:* Don Dilley, Harold Hopkins, Patricia Kielty, John Osbon, Keith Trantow. *Editorial Assistants:* Evelyn Boore, Kathryn Ann Fisher, Joan Sheean, Harriet Wiseman; Gladys L. Hall, *Secretary to the Publisher.*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Sheila Byrne, Elwood M. Slee, *Subscription Manager;* Betty Jacobs, James Stober.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

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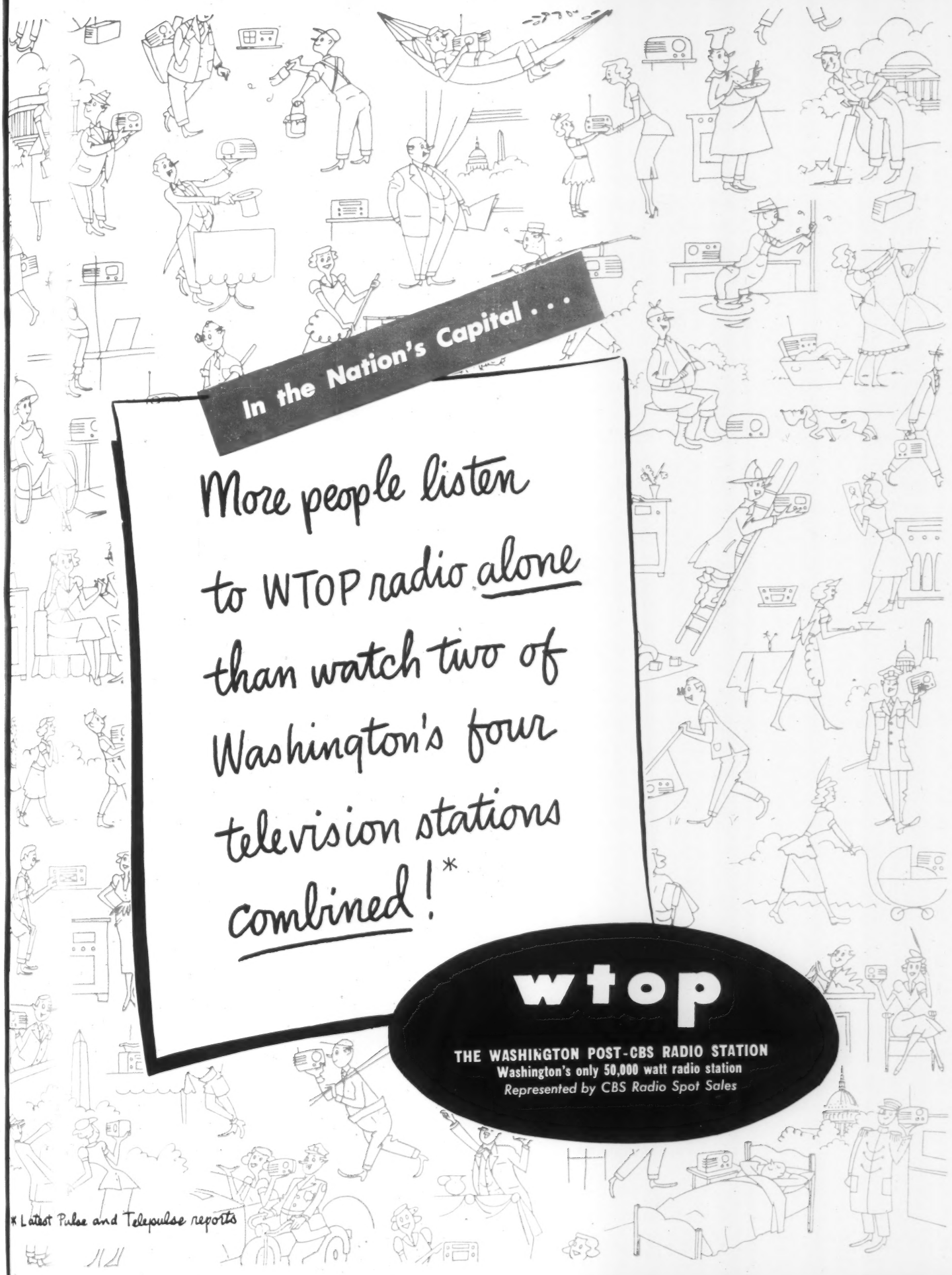
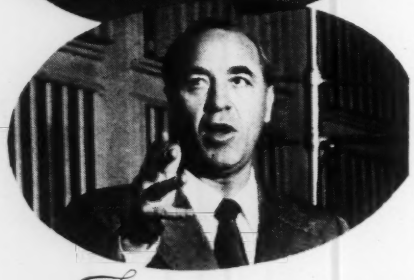

In the Nation's Capital . . .
More people listen to WTOP radio alone than watch two of Washington's four television stations combined!*
wtop
THE WASHINGTON POST-CBS RADIO STATION
Washington's only 50,000 watt radio station
Represented by CBS Radio Spot Sales
* Latest Pulse and Telepulse reports

Station Sales hit a high note with...



The WAYNE KING Serenade

...on RCA

Thesaurus show*

Looking for increased sponsor sales? High ratings? Big mail response? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting comments like these: "Volume of sales tripled" — WESA (Charleroi, Pa.). "Business increase of 11% traceable to show"—KSUM (Fairmont, Minn.). "Most successful program ever used" — WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 25%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; KUJ (Walla Walla, Wash.) a Nielsen of 43.6; KYSM (Mankato, Minn.) a Nielsen of 34.5...

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list? Mail coupon today.

**Thesaurus Success Story #1*

RCA recorded program services

TMKS ®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-20
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc and complete information, including the amazingly low rate, for the Wayne King Serenade—one of more than 30 *Thesaurus* "Big-name shows for small-budget sponsors."

NAME ..... TITLE .....

STATION OR AGENCY .....

ADDRESS .....

IN REVIEW

I'M THE LAW

Mon. 8-8:30 p.m. on DuMont's owned stations.
Producer: Jean Yarborough.
Director: George Archainbound.
Writers: David Victor, Jackson Gillis.
Cast: George Raft, Rochelle Hudson, others.

THOUGH there appeared to be no urgent need to expand the volume of crime programs on television, DuMont may be excused for entering this new one on the grounds of social service. In *I'm the Law* Rochelle Hudson has been given a job, and George Raft has been rehabilitated. As Lieutenant Kirby, Mr. Raft has turned to upholding the law rather than flouting it.

He is not finding the transformation easy. What little store of theatrical mannerisms he

GEORGE RAFT
A case of social service

was able to lay aside in his movie career is suited more to villain than to hero. Deprived here of the use of the gangster's smirk and the killer's threatening hiss, Mr. Raft is virtually without resources.

Whether Miss Hudson will bear up better than Mr. Raft in this series cannot be decided on the basis of the first show. Her role, in a lackluster script, was that of a girl sharpshooter, most of whose appearances on camera were associated with her work. It was not a challenging assignment, but she carried it out competently, flinching only occasionally when the pistol went off.

Neither Mr. Raft nor Miss Hudson is headed for new stardom in this one.

* * *

DING DONG SCHOOL

Mon.-Fri. 9-9:30 a.m. CST on NBC-TV
Sponsor: Scott Paper Co. (Thurs.); General Mills (Fri.) effective March 6.
Agencies: J. Walter Thompson Co. and Tatham-Laird Inc., respectively.
Producer & Director: Reinald Werrenrath Jr.
Supervision: Judith Waller.
Technical Director: John Natale.

WHILE the school bell is the traditional symbol of American education, one of NBC-TV's newest originations, *Ding Dong School*, defies the traditions of accepted TV children's programming patterns.

With the advent of partial sponsorship, this relatively unheralded program for pre-school children has had network executives thinking in terms of a valuable commercial property. Certainly the program has commanded an appreciable audience since it first went on the air in Chicago last October and went network less than two months ago.

It should be reported at the outset that *Ding Dong* won't ring any bells as a vehicle of entertainment.

But, in its quiet, unassuming way—and devoid of frills, elaborate settings and fancy camera tricks—the program serves a worthwhile educational purpose that is likely to endear it warmly to mothers everywhere.

The format is simple. Dr. Frances Horwich ("Miss Frances") sits in a studio and talks directly to the kiddies at home. On the morning of this review she showed off gifts made and sent in by the children for Valentine's Day, demonstrated a stop-light gadget, displayed scrapbooks of famous nursery characters (Humpty-Dumpty, Jack & Jill, Bo Peep) and otherwise entertained televiewing tots.

"Good morning—did you have breakfast—oh, you're just finishing breakfast," she asks in opening the program. Suzie, a doll, gets a ride in a swing ("Daddy ever swing you? . . .

FRANCES HORWICH
Ding Dong rings the bell

Oh, you're too big now—too heavy, you say"). Miss Frances shows a home-made traffic light ("This is green. . . . You can't tell here . . . but it's green when you're outside"). The last five minutes are devoted to mother, and the tempo of the show perks up to adult level.

All this seems quite easy for Miss Frances—for she is, in fact, a teacher and a leading authority on childhood and primary education.

Ding Dong School is far from imaginative or fast-moving, and its pace drags for an adult. But for its juvenile audience it does maintain as close an actor-viewer relationship as seems humanly possible.

* * *

STATE OF THE NATION

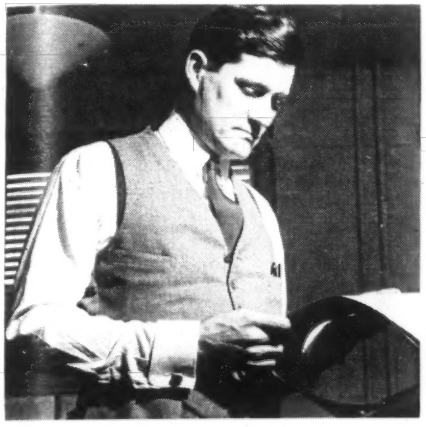
Sun., 4-4:30 p.m. on CBS-TV.
Host: Eric Sevareid.
Producer: Charles von Fremd.
Assistant Producer: Larry Warick.
Director: Charles Hill.
Cast: Mr. Sevareid, Secretary of Treasury George M. Humphrey and other Treasury Dept. officials.

THE AUDIENCE of *State of the Nation*, CBS-TV Sunday afternoon half-hour series, is really a visiting delegation, touring the headquarters

of our federal government under the expert guidance of Eric Sevareid, Washington correspondent for CBS-TV.

Each week Mr. Sevareid takes his party of eager sight-seers to call on a different government department, whose function, structure and mode of operation are presented through a combination of views of the department's activities and interviews with its key personnel, all filmed in advance of the Sunday telecast.

The Treasury Dept. was visited by the program on Feb. 8. The cameras started with a long shot of the Treasury Building in Washington, then worked into the office of the new Secretary, George M. Humphrey, who called upon each of top assistants to explain the duties and operations of his particular division of Treasury activities. As this department's activities include such farflung functions as those of the Secret Service and Coast Guard, minting our coins and engraving our paper money, controlling narcotics and collecting taxes, the video visitors were led rapidly from section to section without lingering very long at any one. This technique certainly insures the program against becoming boring, but there were several times that this reviewer wished it would slow up and explain things a bit more fully.



ERIC SEVAREID
Guided tours weekly

High spot of the Treasury tour came near the end, when Secretary Humphrey outlined his objectives for establishing a proper financial climate for the nation. He called first for "sound and stable dollars," for not spending "more than we earn" and for "paying a little on our debts from time to time" and doing other things "to keep our credit good." After this, he said, we can "slowly but surely reduce our tax burden."

Finally, the Secretary declared, the Treasury will strive to preserve for the young the great American opportunity "to advance and improve themselves through their own hard work and endeavors."

Produced by the CBS-TV Department of Public Affairs, *State of the Nation* is frankly an educational, public service type of telecast which makes every effort to be interesting and informative and none at all to be entertaining. High school and college students should find it an excellent auxiliary to their tests in political science and their parents could also profit from viewing these well-produced video visits to those who manage our nation's affairs.

But for one whose classroom years are far behind, the pace of the Treasury episode of *State of the Nation* was somewhat breathtaking. A little less information, delivered a little more slowly, would have been more comfortably received and more surely retained.

Mr. Adam Reinemund

Buchanan-Thomas Adv. Co.

Omaha, Neb.

Dere Adam:

It seems like I keep a Tidy House around this here place but its sure a job with all th' comin' and goin' thet our people are doin'. Our generul managir is prezident of th' Charleston Symphony, our pgm. dir. is prez of th' Kanawha Players, and our Public Affairs dir. is prez. of th' Open Forum. We even got a guy who is prez. of his church choir. Thet just goes to show how bizy our people are in th' woik of this here community. Evrybody expects big things of us I guess because we got 5,000 on 580 and most evrybody knows WCHS can git things done. Th' boss sez we got more W. Va. listenurs then any othur stashun which seems to prove thet sich work rilly pays dividends. Well, I gotta go now and Shina-Dish up in th' lunchroom on th' third floor.

Yrs., for Tidy House,

algy.

CBS
5,000 watts
580 KC
WCHS
Charleston, W. Va.
Represented by The Branham Company

American Broadcasting And United Merge

ABC AMERICAN BROADCASTING COMPANY

Company

Paramount Theatres

The BIG Radio-TV news story... and what it means to you

The most important news in the television and radio industry in years has been announced. The long-planned union of ABC and United Paramount Theatres has been approved by the Federal Communications Commission, and the two organizations are now one company.

The event is of far more significance than any statistics of the corporate merger. The new company will be impressively stronger and more flexible, and possess a greater potential for growth.

The combination is a "natural" if ever there was one. United Paramount's great history of showmanship and superb experience discovering and developing new talent will now be available to the American Broadcasting Company.

But the really great thing about the news is the tremendous promise the merger holds for the radio and television audience.

New programs will be developed. New stars will be attracted. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it intends to grow like an oak, not a mushroom.

The future began yesterday. So keep your eyes and ears on the *new* ABC.

A DIVISION OF AMERICAN BROADCASTING—PARAMOUNT THEATRES, INC.

XUM

FLASH!

WAVE-TV
OFFERS
HOME-COOKING
PROGRAM!

A few topnotch spot participations are now available on "FLAVOR TO TASTE"—WAVE-TV's tremendously popular home-cooking TV program!

FORMAT: Now in its fourth year, "FLAVOR TO TASTE" is telecast from WAVE-TV's modern, well-equipped kitchen. Conducted by charming Shirley Marshall with how-to-do-it emphasis on simple recipes, and attractive, economical menus.

SHIRLEY MARSHALL: Personable, pleasant — Louisville's top "cooking expert". College degree in home economics, and a well-known instructor on the subject.

AUDIENCE: Big, loyal, enthusiastic. A single mention of one day's menu drew 456 requests!

TIME: 12 noon to 12:30, Monday, Wednesday, Thursday and Friday — a mouth-watering time slot!

CHECK WITH: F & P!

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY
FREE & PETERS, Inc.
Exclusive National Representatives

our respects

to E. D. RIVERS JR.

IN A SHORT six years, E. D. (Dee) Rivers Jr. has enlarged his broadcast interests from a single 10 kw operation to four southern stations. He believes his personal philosophy has been translated successfully into his radio enterprises, filling a long-standing need for the Negro, farm element and the church to have "an unlimited voice in progressive southern radio."

Mr. Rivers goes beyond the three Rs to add three of his own, "Race, Rural and Religion," which have been a part of his convictions since childhood. Long a believer in more opportunity for the Negro and the underprivileged, regardless of color or religion, Mr. Rivers has premised his commercial broadcast operations on his three Rs.

Educated to a social consciousness at an early age, Eurith Dickinson Rivers Jr. was born at Mineral Springs, Ark., May 12, 1915. Son of a former Georgia governor, he has lived in the southern part of Georgia nearly all his life.

When a high school student, young Mr. Rivers decided on law as the means for him to carry out some of his ideas for personal and civic betterment, and enrolled in night law school. He was admitted to the bar when 16, a feat in any state, and particularly unusual in Georgia.

In 1937, after he was appointed attorney for the state welfare board, he helped institute Georgia's first social security legislation. For two years, as chairman of the state industrial board on which he served in a judicial capacity, he offered unlimited legal service to Negroes without charge. Spending much of his own time in back woods visits to impoverished families, he would often rescue, with legal advice, persons who literally had sold their pots and pans to pay the rent.

Action in Public Service

Interested in all kinds of public service, he was active in Woodmen of the World, the Masonic Order, Shriners, Baptist Church and Elks. Shortly before taking on his first broadcast assignment, Mr. Rivers served in a liaison capacity on the state building program between state and federal governments. One of the major projects was getting federal aid for a state hospital open to patients of any race.

His radio career began in 1940 as an announcer-engineer at WGOV Valdosta, Ga., the station he now owns. Working during wartime manpower shortages, he handled a 12-hour shift, 7 a.m.-7 p.m., for 16 months.

Later he enlisted in the Navy. As a first class seaman, he was termed a "legal eagle" by his colleagues, who sought his advice on legal and insurance matters. As assistant to the district legal officer, he at one time recovered more than $80,000 in excess rental charges through the Office of Price Administration and federal courts for his buddies.

In 1946 he returned to WGOV, decided he liked the management side and a year later put WEAS Decatur on the air. It started as a 10 kw daytimer, and a 50 kw power increase application now is pending. Since then he has acquired three other broadcast properties—WGOV-AM-FM, WJIV Savannah, and KWEN West Memphis, Ark.—all of which have applied for TV channels. Mr. Rivers' father owns WLBS Birmingham, Ala., WOBS Jacksonville, Fla., WMIE Miami, Fla., and has a minority interest in WGAA Cedartown, Ga.

Initial Station Success

WEAS, his initial station success, was one of the first in the South to attempt "all-out" aid to the Negro. In Mr. Rivers' blueprint for his radio and television future, "hitherto neglected segments of our listeners must be satisfied in a fair, unprejudiced and non-segregated manner".

His program schedules follow his three-R philosophy, and among the firsts claimed by Mr. Rivers are an all-Negro college football game broadcast, an all-Negro baseball game, and a concentrated program aimed at combatting Negro juvenile delinquency. In recognition of a decline in crime among Negroes of the area, he was cited by Negro civic and educational leaders of Atlanta-Decatur in 1948. He is one of the first station owners to employ full-time Negro marketing and public relations specialists.

Married to the former Marie Bie, Mr. Rivers lives with his family in Atlanta. Two daughters are Jan, 18, and Dee, 12. His hobbies, apart from family and station operation, are hunting, fishing and supervision of STARS (Southern Television and Radio Sales Inc.), a representative firm handling regional and national business for more than 100 southern stations.

As for the future, "It is my desire to give, not an imaginary, but a real public service to those people who need radio the most and who feel they are somewhat neglected," Mr. Rivers says. "I also want to help raise the educational and economic conditions, as well as the general moral uplifting of all people, regardless of race, creed or color."

All Right...
Let's Talk TV "Ratings"

ADVERTISEMENTS about TV shows aimed at women buyers usually talk audience loyalty, ability to sell, knowledge of the viewers —and skip over the part about how many people are looking.

All right, let's talk "ratings":

Current ARB survey for WPTZ's "Let Skinner Do It" shows a high of 11.0. In terms of viewers that means 195,000 people watching at a given time. In terms of money it's 69c for every thousand viewers watching . . . 14 viewers for every penny spent!

Now let's talk "ability to sell":

A short while ago one of the nation's largest manufacturers of a kitchen cleanser ran a test here in Philadelphia. He used the best known women's shows on three radio stations and two television stations, including "Let Skinner Do It." Each show used one announcement, and one only, asking the viewers to send in a box top for a premium.

"Let Skinner Do It" *pulled more returns than all other Philadelphia shows—radio and television put together!*

Whether it's a vacuum cleaner or a cake mix, a tissue or a tangerine, if it's bought mainly by women, "Let Skinner Do It" can sell it for you in Philadelphia.

For the full story on this great program, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative.

WPTZ

NBC-TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

In the
QUAD-CITIES
are nearly
¼ MILLION PEOPLE
+
If your schedule covers the 100 leading markets by Population—the Quad-Cities is 82nd on your list — and WHBF radio is the media.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

OPEN MIKE

Rust Removing

EDITOR:

. . . . My hands are red from clapping, and my throat raw from shouting "Bravo" to the story, "Removing the Rust from Radio Programming," by Elmo Ellis [B•T Feb. 2]. To my mind, this is one of the best stories on programming I've had the pleasure of reading in many a day. My bouquet to that man for daring to be different, and to his superiors for backing him.

From my experience, too many managers make too many program directors flunkies, doing copy, special events, odd shows on the air, and too few managers get behind too few program directors, and allow too few changes, which would "make" so many radio stations big again. . . .

Jack D. Funk
Program Director
WSMI Litchfield, Ill.

Fortune's Fumble

EDITOR:

February *Fortune Magazine* has an article on government subsidized direct mail advertising.

Included among the many glib comments and statements of alleged facts is this . . . "Newspapers deliver audiences at only a few cents per thousand; radio at about $1.50."

What do they smoke to be able to conjure up dreams like that?

Robert W. Ferguson
Executive Vice President
WTRF-AM-FM Bellaire, Ohio

Which Came First

EDITOR:

WCHS is a fine radio station and no doubt has been "first" in a number of instances, BUT, the broadcasting of naturalization proceedings in the U. S. Court [B•T, Jan. 26] was first done in West Virginia by WHIS, last June—just ask the Hon. Ben Moore, Justice U. S. Court. To top it off, we sent a recording to each of the successful applicants.

P. T. Flanagan, Manager
WHIS Bluefield, W. Va.

Yearbook

EDITOR:

W. J. Scripps Assocs. do not give legal service for clients. Legal help was listed as a service supplied in your BROADCASTING YEARBOOK page 485 . . .

L. W. Minge
W. J. Scripps Assocs.
Birmingham, Mich.

Declaration of Independence

EDITOR:

In the Jan. 26 issue of BROADCASTING • TELECASTING, my attention was called to the J. Walter Thompson Co. TV set count article. The report says: ". . . Since most television stations have an effective coverage radius of 60 miles or greater from the transmitter, the television advertiser is able to reach far beyond the transmitting markets." Reference is then made to a market like Bridgeport, pointing out the high ratio of television households despite the absence of transmitters.

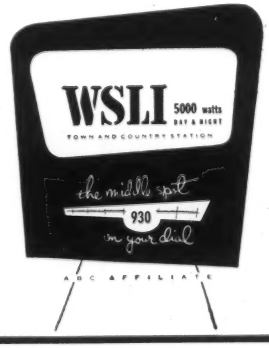
This is particularly interesting in the light of the fact that a recent study into the quality of standards of reception of out-of-town television channels in the Bridgeport area points up a fundamental premise. Because of the weak

Most local advertisers use Kite because most local people listen to Kite!

★ Kite carries more local programs than any other station in the market (radio OR TV) for department stores, for appliance dealers, for automotive, and for food accounts!

NON-DIRECTIONAL
NON-NETWORK
NON-SOAP OPERA
NON-DOUBLE SPOT
KITE
A KILOWATT
IN SAN ANTONIO
just old fashioned radio: the kind people believe in
rep. John E. Pearson

it's **best** to be in the....
MIDDLE
...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.
JACKSON, MISSISSIPPI



Weed and Company, National Representatives

television signal received in this area from even the major broadcasters, Bridgeport cannot be considered an adjunct of New York, and for television should be defined as a non-contiguous, distinct, and independent market.

Jay Hoffer
Sales Promotional Director
WICC-AM-TV Bridgeport, Conn.

Operator Rules

EDITOR:

Headline: Feb. 2 issue B•T, page 58, "NARTB CONVENTION: 'GOLD RUSH'." The article goes on to herald the Los Angeles confab. For comparison we find a story on page 54 of the same issue of B•T heralding the FCC decision to relax operator license rules and condoning transmitter remote operation. While the NARTB goes on a "Gold Rush" there will be hundreds of licensed operators going to the poor house. We, who are about to perish economically, salute the NARTB, FCC conspiracy in recognition of all the years of service and development in the broadcasting field, individually and collectively. . . .

Willard M. Davis
Pasadena, Calif.

EDITOR:

The super logic displayed by the FCC in the operator decision should revolutionize all concepts of science and technology. Surely such fields as medicine and aviation are sufficiently advanced so that hospital janitors are qualified to write prescriptions and perform surgery, and airline ticket clerks to fly DC 6's. . . .

Lewis C. Sherlock
Denver, Colo.

S. for Shelly

EDITOR:

I am much obliged to you for your reference in the Feb. 2 issue to my recent assignment to the job of eastern radio manager for NBC Spot Sales. The handsome photo of George M. Dietrich of ABC which accompanied it, however, must certainly have startled George and confused many of our mutual acquaintances.

Although it is not likely to win you any awards, the publication in your next issue of the enclosed photo might clear up the uncer-

tainty among your readers as to which George Dietrich works for NBC. It is George S. (for Shelly) Dietrich.

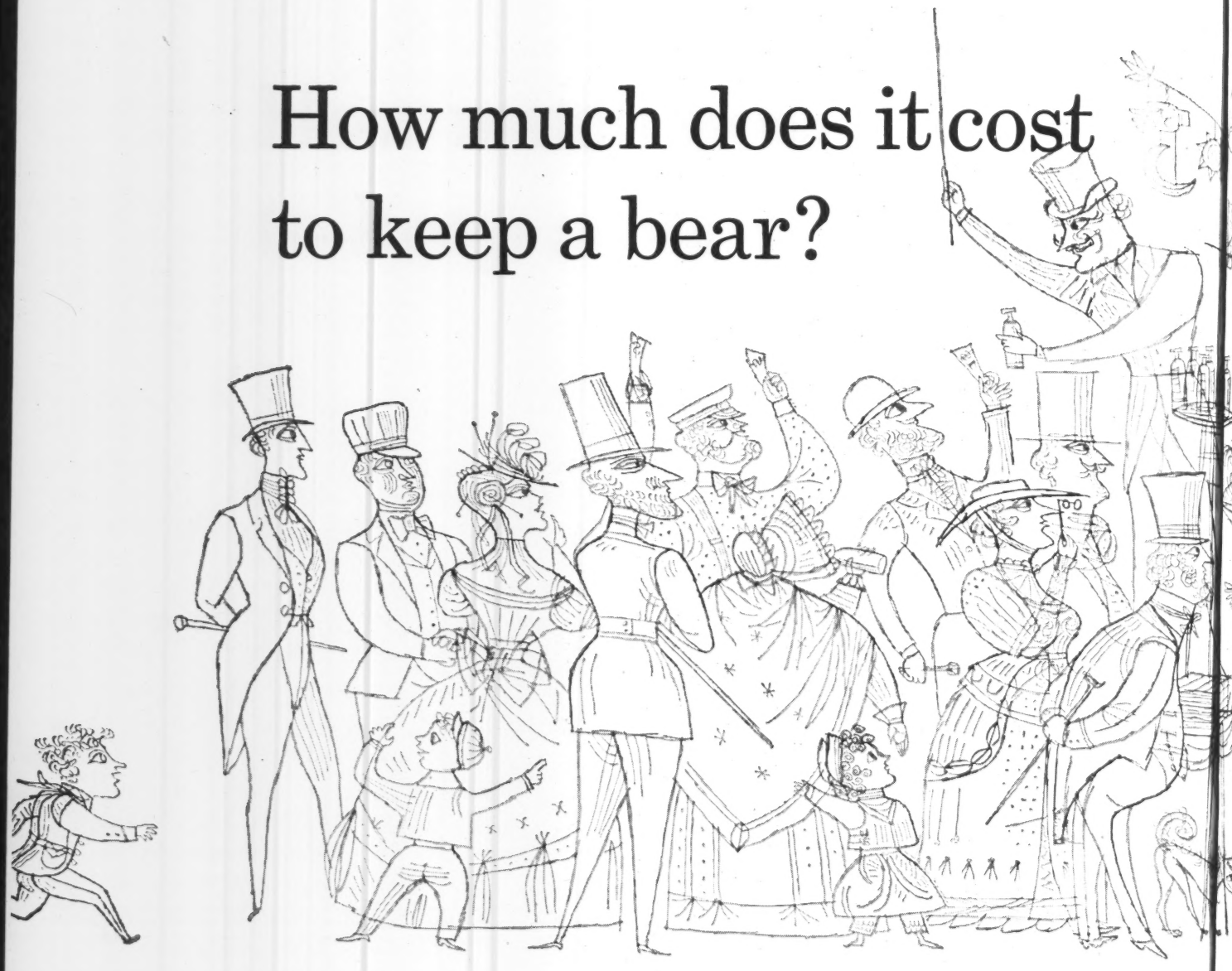
George Shelly Dietrich
Eastern Radio Manager
NBC Spot Sales
New York

NBC — America's "First Network" is moving to WFDF—Flint's First Station, on March 15th. This great combination—in the world's largest General Motors' Plant City, Flint, Michigan can mean another "First" for YOU—FIRST IN SALES. Sell your product over WFDF, NBC in Flint!

WFDF 910 KILOCYCLES FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY

How much does it cost to keep a bear?



IF he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear—or with any kind of entertainment, in person, in print, or on the air—is always the same: *to find a balance between how much an attraction costs and how much it attracts.* A way that is gaining new conviction among America's leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded advertising program, with

frequency that keeps impressions fresh. And it leaves ample funds for merchandising and dealer promotion. In radio, the costs of attractions, for the numbers they attract, are lowest on CBS Radio. It has more of the traffic-building top shows than all other networks combined...and its sponsors invest 24 to 178 per cent more than on the other networks. So draw the crowds on CBS Radio—where entertainment is like a bear that performs on a birdlike appetite.

CBS RADIO NETWORK

Where America Listens Most

multiply by nine . . . .

The city of Charlotte is only 1/9th of the Charlotte Market . . . . Close-ringed by nine satellite cities, Charlotte is the hub of an integrated industrial area . . . . Over 1,000,000 people live within a 60-mile radius of the "Capitol of the Carolinas." That's why — for example — Charlotte, 71st in the nation in city population, is 38th in wholesale sales . . . . For coverage to match the market, you must buy the Jefferson Standard stations, WBT and WBTV.

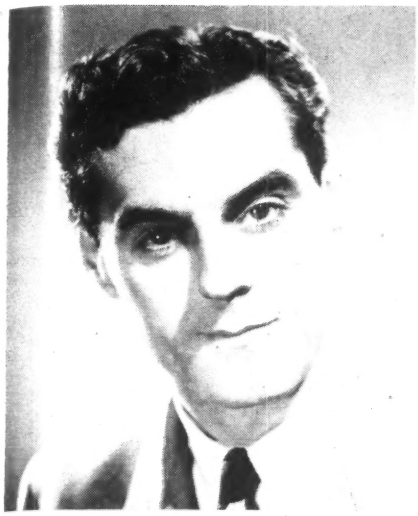
The CHARLOTTE *Market*

UNIFIED BY WBT AND WBTV

● Charlotte

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Spot Sales



on all accounts

ARTHUR DURAM, director of radio and television, Fuller & Smith & Ross, New York, is a man whose past is exceeded only by the promise of his future. A gentleman and an actor, Mr. Duram also has been variously a sportscaster, a salesman, a promotion expert and a market research analyst. "And through it all," a colleague observed, "Art has never flubbed a job or lost a friend."

Acknowledgedly one of the most respected men in the field, Mr. Duram began his career in 1933—just out of the U. of Illinois—as a sports announcer for a station, then called WCBS in Springfield, Ill. Two years later he moved to Des Moines and WOC Davenport in a similar post.

After three years in Davenport he returned to his home town, Chicago, to work in radio daytime serials as an actor. In the summer of the year of his return, he went East to join a summer theatre and remained on the seaboard, forsaking acting in 1940 to join the sales staff of WHN New York. There he remained until 1942, when he enlisted in the Army Air Force.

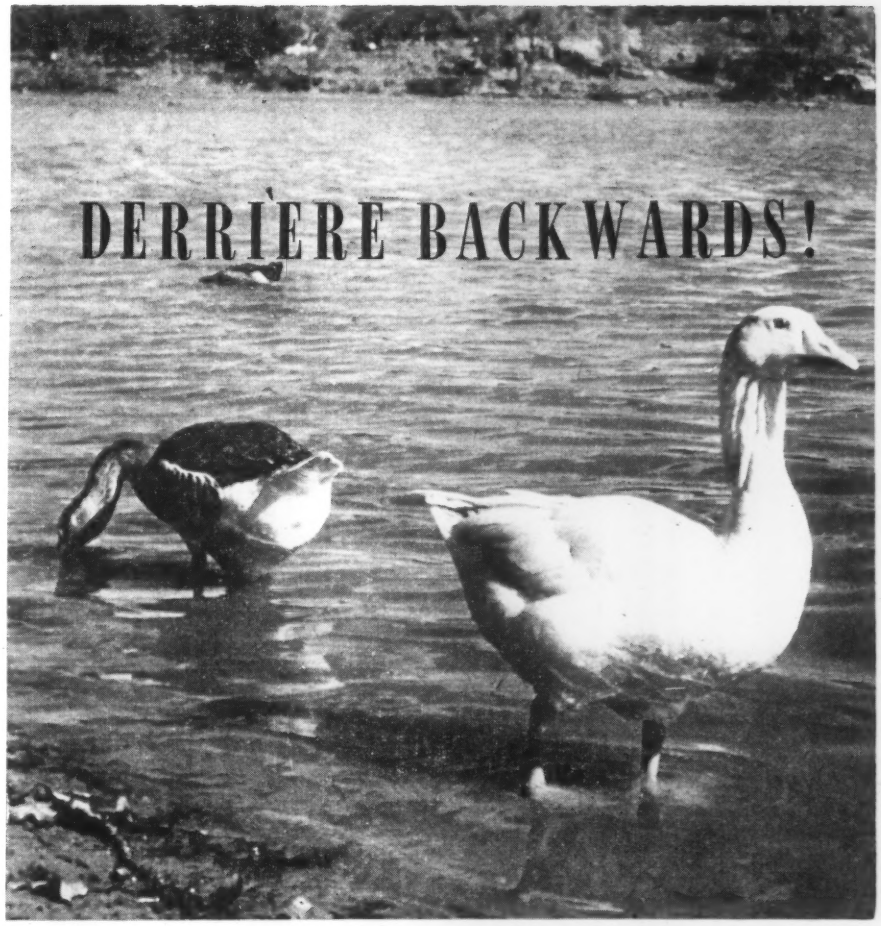
He was stationed in the European Theatre and served there with the Air Corps for three and a half years. Discharged as a major in 1946, he returned to New York and the O'Brien & Dorrance organization, where he wrote copy.

One year later, in 1947, he returned to Chicago, this time to WBBM, the CBS outlet, as midwest promotion manager for the network. He came East to New York again several months later to function as market research director and assistant to the network sales manager.

In January 1952, Fuller & Smith & Ross, previously an industrial agency, decided to press vigorously its general advertising and asked Mr. Duram to develop its radio and TV department with himself at the head.

Today, in that capacity, Mr. Duram administers for the agency such shows as Westinghouse's *Freedom Rings* (CBS-TV), Owens-Corning Fiber Glass *Arthur Godfrey Show* simulcast (CBS Radio and TV), Tuesdays and Thursdays (10:15-30 a.m. EST), and Alcoa's *See It Now* (CBS-TV).

Mr. Duram is married to the former Marjorie Barnett. They have one son, Michael, 5. The Durams live in their own home in Chappaqua, N. Y. Mr. Duram's hobbies are golf and tennis.



Gertrude the goose knows that it pays to put up a good front when posing for a picture. Who knows? Some talent scout may spot this photo and give her the lead in "Mother Goose" or "The Goose That Laid the Golden Egg"—that's why Gertrude is giving out with the old Barrymore! Gladys, left background, is doing a poor job of selling herself. She's backing into this ad—going about her publicity and advertising "derrière backwards."

Some time-buyers and advertisers are like Gladys—backing into the Oklahoma City market by buying on the lightweight peanut-whistle stations. You can't sell your product by turning your back on the prospects!

Don't be a Gladys . . . don't come into this market "derrière backwards;" like Gertrude, put up your best front in Oklahoma City. Buy KOMA, the only 50kw CBS outlet in the state . . . the merchandising-minded station, serving you from a new quarter-million dollar studio.

KOMA Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO STATION OKLAHOMA CITY
AFFILIATED WITH KTUL, TULSA
J. J. BERNARD, Vice President and General Manager

XUM

Leading Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH

E. G. JOHNSON, President, DeSoto Wholesale Grocery Co., Shreveport, SAYS:

"We like KWKH— it gets results"

GRAY McCRAW, President, McCraw Distributing Co., Shreveport, SAYS:

"The agency knew, when they picked KWKH"

MASON JACKSON, JR., The Mason Jackson Co., Shreveport, SAYS:

"Outstanding results with KWKH"

If you want the *truth* about the impact a radio station has in its area—the *truth* about its effect on its listeners' living and buying habits—ask the progressive jobbers, distributors and wholesalers in that station's area.

Many of these businessmen may know very little about BMB figures, half-millivolt contours, hours per day spent with various media, etc. But oh!, what they know about the *sales* a station can produce!

That's why we're proud that most of the leading jobbers in Shreveport praise KWKH—recommend it to their sources—use it, themselves, when they spend their own advertising dollars. May we send you all the facts?

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

BROADCASTING TELECASTING

February 16, 1953 Vol. 44, No. 7

AMBITIOUS ABC PLANNING INITIATED UNDER NEW MERGED OWNERSHIP

A revitalized ABC, fired with new strength from its merger with United Paramount, already is firming up its plans that will drastically affect the network field as well as other phases of the broadcast industry. It won't necessarily be a quick transformation, but ABC has definitely stated its intention to be a leader in the field . . . growing "like an oak."

PLANS for transfusing United Paramount's lusty millions into the run-down body of ABC were set in motion last week immediately upon receipt of the long-awaited signal from FCC (also see stories following).

Goal and purpose of officials of both companies was to raise ABC to the competitive stature, alongside the other networks, which FCC said would be the result when it handed down its multi-sided final decision approving the $25 million merger of ABC and United Paramount Theatres last Monday.

More and bigger affiliates, new talent, new programs—these were immediate objectives of the new company, American Broadcasting-Paramount Theatres Inc., in its efforts not only to make the ABC "home broadcasting" division competitive, but, if possible, to build it into the paramount network organization.

It would take a while. This was the theme of official pronouncements. For competitive reasons, executives said, blueprints could not be made public until details were set. But they promised developments would begin materializing with regularity, starting shortly.

Special Meeting Feb. 26-27

First real details of the battle plan are expected to be disclosed to members of the ABC Stations Advisory Committees at a special meeting called for Feb. 26-27 in New York. Officials of AB-PT and its ABC division, who talked with affiliates via closed circuit on Thursday, will meet with the TV Stations Advisory Committee on Feb. 26 and with Radio Stations Advisory Committeemen on the following day.

In broad outline, first consideration is two-pronged—lining up of stations and clearing of time, a dual problem which concededly would need the assistance of programs that could compete more solidly with those of other networks.

In one attack on this problem Leonard H. Goldenson, who headed United Paramount Theatres and becomes president of AB-PT, and Robert E. Kintner, who continues as president of ABC in its new status as an AB-PT division, plan a talent-hunt trip to the West Coast within about a month.

The search for new talent and new programs also will have the continuing aid of Robert M. Weitman, a veteran showman and star "discoverer" and a UPT vice president, who becomes ABC vice president in charge of programming and talent.

There has been speculation that with the estimated $25-to-$31 million resources available from UPT, ABC in its drive to line up new TV affiliates might offer additional compensation features as special inducements and possibly touch off an "affiliation war" among networks in the style of the CBS-NBC talent raids of a few years ago.

ABC officials gave no hint of plans of this nature, but did make it clear that they are out to build a network on a parity with its rivals in all respects, radio and television, and were working toward a stronger station lineup than before the merger. Aside from programming, sales, and general development plans, they expect the fact that the merger is now a reality will itself make stations more interested.

Spokesmen said they already—even before the merger was approved—had discerned a trend among new TV stations to sign with ABC. They expect it to continue, but, as one official pointed out, progress in that direction will be somewhat beyond ABC's control in one respect—that is, it will depend in part upon the rate at which FCC licenses new stations.

Additionally, in most of the major markets where ABC affiliations are especially desired by the network, there are more applicants than channels, meaning drawn-out hearings and unpredictable delays. ABC now has an 81-station TV network and 355 radio affiliates.

To improve its TV facilities, ABC plans to spend $2.5 million to boost its five owned stations to maximum power. Timetable calls for completion of this project by about 1954.

Goldenson's Goals

AB-PT President Goldenson listed the goals as "more entertaining, interesting and informative programs," but quickly added that "it will, of course, take time." ABC President Kintner, while describing the merger as affording ABC "the potential of more rapid and greater growth in the home broadcasting field," also cautioned that "to achieve our high goals we must proceed slowly in order to build soundly and in a business-like manner" (for texts of these and other statements, see stories following).

In the same tone, ABC said in newspaper and trade advertisements immediately following the merger that "new programs will be developed. New stars will be attracted. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it in-

THE TWO chief executives of the new AB-PT have experience in working together. Edward J. Noble (r), chairman of the finance committee of AB-PT, has served as general chairman of the 1953 Greater New York campaign of the National Foundation for Infantile Paralysis, and Leonard Goldenson (l), president of AB-PT, has been chairman of the New York motion picture industry's part of the March of Dimes. Here Mr. Goldenson presents a check for $49,328.67 which his committee raised to help fight polio.

XUM

CHRONOLOGY

Merger Proceedings

May 24, 1951—Plans for merger of corporations announced jointly by Edward J. Noble, ABC Chairman, and Leonard H. Goldenson, UPT President.

May 28, 1951—ABC Board of Directors approves plan for merger.

June 6, 1951—UPT Board of Directors approves plan for merger.

July 27, 1951—Stockholders of both corporations at separate meetings approve plan for merger.

Jan. 15, 1952—FCC opens hearings in Washington on plan for merger.

Nov. 13, 1952—Examiner Leo Resnick of FCC recommends approval of merger.

Jan. 5,1953—FCC holds one day oral arguments in Washington between all parties concerned.

Feb. 9, 1953—FCC approves merger of American Broadcasting - Paramount Theatres Inc.

tends to grow like an oak, not a mushroom. The future began yesterday. So keep your eyes and ears on the *New* ABC."

Mr. Kintner spelled out the aims "in general" as being "to develop new programming and new techniques for both radio and television . . . important programming development in all areas—entertainment, drama, education, news, and variety . . . . [with special attention to] certain program fields where we consider ABC under-developed, namely, situation comedy, general comedy, and dramatic presentations."

Officials also forecast a gradual buildup in the number of hours programmed for the TV network. Some increases were being made before the merger. Program schedules show that about a month ago ABC-TV was programming approximately 27½ hours a week for the network. Since then it has signed, for example, an additional 90 minutes on Tuesday nights (fights, 9-10:30 p.m.).

Among agencies it was felt the TV network in particular could make two specific moves, fairly early in the growth period, to increase its desirability to advertisers: (1) strengthen Friday-night programming around the *Ozzie & Harriet Show*, and (2) build a strong program block around the *Lone Ranger* on Thursday evenings.

While the merger approval set off plans for expansion and development in many areas, the change in ownership is not expected to affect the arrangements instituted a few months ago with Edward Petry Co., John Blair & Co., and Blair-TV for representation of the ABC-owned radio and TV stations in the spot sales field, a spokesman reported.

First Board Meeting

Little more than 24 hours after the merger approval was announced, the new AB-PT board held its first meeting—largely devoted, it was said, to "paper work" relating to the incorporation, with some changes in titles of officers.

Principal UPT additions to the roster of ABC officers are Robert H. O'Brien, who was UPT secretary-treasurer and becomes executive vice president of the broadcasting division; Mr. Weitman, new ABC vice president in charge of programming and talent; Earl J. Hudson, president of UPT's United Detroit Theatres Corp., who becomes vice president in charge of ABC's West Coast Div.; and John Mitchell, manager of WBKB (TV) Chicago under ownership of Balaban & Katz, another UPT subsidiary, who becomes manager of what was formerly ABC's WENR-TV Chicago, which has now switched its call letters to WBKB.

Mr. Mitchell, it was understood, is slated for election to a vice presidency of ABC in addition to his post as manager of WBKB.

With Mr. Hudson's installation as vice president in charge of the ABC western division, William Phillipson, who has been in charge there, will return to network headquarters in New York as an assistant to President Kintner. Ernest Lee Jahncke Jr. continues as ABC vice president and assistant to Mr. Kintner.

Four officers of ABC also are officers of the parent corporations: Mr. O'Brien is financial vice president and secretary of AB-PT; while Mr. Kintner, Mr. Weitman, and Robert H. Hinckley, vice president in charge of the Washington office of ABC, are AB-PT vice presidents (for complete organization charts of AB-PT and ABC Div., see opposite page).

It was made clear that Edward J. Noble, board chairman of ABC as well as owner of some 57% of its stock before the merger, who also is the largest single stockholder of AB-PT (almost 10% of common, 55% of preferred) will be active in the affairs of both the new parent corporation and the broadcasting division. He is chairman of the finance committee of AB-PT.

The board of AB-PT consists of 13 members who formerly sat on the board of UPT, and from ABC's board. They are:

From UPT—H. N. Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, member of New York Stock Exchange firm of Adler, Coleman & Co.; Charles T. Fisher Jr., president of National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Mr. Goldenson; Walter W. Gross, UPT vice president and general counsel; Robert L. Huffines Jr., director, Burlington Mills Corp.; William T. Kilborn, president, Flannery Mfg. Co., Pittsburgh; Walter P. Marshall, president, Western Union Telegraph Co.; Mr. O'Brien, and Herbert Schwartz, president, City Stores Inc.

From ABC—Messrs. Noble, Kitner, and Hinckley; Earl E. Anderson, and Owen D. Young, honorary chairman of the board of General Electric Co.

THE NEW LINE-UP

At right is organizational chart showing executives of new AB-PT and ABC Division. Connecting lines between pictures show chains of command.

At the first AB-PT board meeting, held Wednesday, titles of three AB-PT officers were changed: Mr. O'Brien from secretary-treasurer to financial vice president and secretary; Simon B. Siegal, from comptroller to treasurer, and James L. Brown, from assistant treasurer to comptroller and assistant treasurer.

Though ABC will be operated as a division, authorities said, it is not contemplated that a comparable UPT division will be established. Rather, the AB-PT organization will handle UPT activities, including theatre ownership and operation and theatre TV development.

Separate Headquarters

Separate headquarters also will be continued for AB-PT and ABC, with the latter slated to complete the move of its executive offices from the RCA Bldg. to its own quarters at 7 W. 66th St., New York, by about April 1. AB-PT's offices are at the Paramount Bldg., 1501 Broadway, New York.

FCC's announcement of approval of the merger was delayed until after the stock market closing on Monday. ABC common stock, which had closed at 11⅛ that day, jumped quickly Tuesday morning. Trading was suspended to show the change in name. During Tuesday a total of 31,700 shares of the new AB-PT stock were traded, compared to 4,900 of ABC common the day before, and reached a high of 15⅜ before closing at 14⅞, its low for the day. On Wednesday, dealings slackened off—7,200 shares were traded—and the stock dropped a quarter of a point to 14⅝.

Capsule of the Multi-Pronged Paramount Case

HERE'S what the FCC did last week in its eventful decision regarding the year-and-a-half-old Paramount case:

(1) Approved the merger of ABC with United Paramount Theatres Inc. by a vote of five to two. Comr. Hennock vigorously dissented. Comr. Edward M. Webster recommended that the merger approval be held up pending further study of the qualifications of UPT to hold broadcast licenses.

(2) Approved the sale of WBKB (TV) Chicago from UPT to CBS for $6 million. Again Comrs. Hennock and Webster dissented. Also approved the move of WBKB from Ch. 4 to Ch. 2, and dismissed Zenith Radio Corp. application for Ch. 2. To this Chairman Paul A. Walker and Comrs. Hennock and Webster dissented.

(3) Held that Paramount Pictures Corp. controls Allen B. DuMont Labs. Comrs. Rosel H. Hyde and George E. Sterling dissented to this.

(4) Approved the transfers of control of KTLA (TV) Los Angeles from old Paramount Pictures Inc. to new Paramount Pictures Corp., and of WBKB (TV) Chicago from old Paramount Pictures Inc. to new UPT, and of negative control of WSMB-AM-FM New Orlearns from old Paramount Pictures Inc. to UPT. Comr. Webster strenuously opposed these, as did Comr. Hennock. Comr. Eugene H. Merrill opposed transfer of KTLA.

(5) Renewed the licenses of WBKB, WSMB-AM-FM and WABD (TV) New York.

(6) Issued licenses to cover construction permits to KTLA, WTTG (TV) Washington and WDTV (TV) Pittsburgh.

AB-PT

L. H. Goldenson
President

E. J. Noble
Chmn. Fin. Committee

W. W. Gross
V.P. & Gen. Counsel

E. L. Hyman
Vice President

R. E. Kintner
Vice President

R. H. Hinckley
Vice President

S. M. Markley
Vice President

R. M. Weitman
Vice President

R. H. O'Brien
Fin. V.P., Secretary

S. B. Siegel
Treasurer

J. L. Brown
Compt., Asst. Treasurer

ABC DIVISION

R. E. Kintner
President

R. H. O'Brien
Executive Vice President

R. H. Hinckley
V.P. in Charge Wash. Office

E. E. Anderson
Vice President

C. N. Priaulx
Vice President, Treasurer

E. L. Jahncke Jr.
V.P., Asst. to President

Wm. Phillipson
Asst. to President

C. T. Ayres
V.P. for Radio Network

T. Oberfelder
V.P. for Owned Radio Sta.

Thomas Velotta
V.P. Chg. Radio News, Sp. Ev.

RADIO

TV

A. Stronach Jr.
V.P. for TV Network

S. Chapin
V.P. for Owned TV Stations

H. L. Morgan Jr.
V.P. for TV Services Dept.

ENGINEERING, PROGRAMS

Frank Marx
V.P. for Gen. Engineering

R. M. Weitman
V.P. for Prog. Talent

Paul Whiteman
Vice President

DIVISIONS

J. H. Connolly
V.P. Chg. of S.F. Office

J. H. Norton Jr.
V.P. Chg. Central Division

John Mitchell
Gen. Mgr. Chg. WBKB

E. J. Hudson
V.P. Chg. West Coast Div.

J. G. Riddell
Pres. WXYZ, Subsidiary ABC

XUM

TOBEY CRITICAL OF MERGER APPROVAL

"Grievous" and "shocking" thing, says the chairman of Senate Commerce Committee of merger approval. He sees it as "plague on mass communications" but doesn't contemplate any direct action to upset the FCC decision.

SEN. Charles W. Tobey (R-N. H.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, last Thursday blasted FCC's approval of the ABC-United Paramount Theatres Inc. merger as "a very grievous matter" and violative of the country's anti-trust laws.

In a statement to BROADCASTING • TELECASTING in Chicago, Sen. Tobey said he thought the Justice Dept. should look into the Commission's decision, particularly with respect to its anti-trust implications, and described it as a "plague on mass communications that will haunt the U. S. for years to come."

He asserted that the bringing of mass communications under one roof—that is, theatres, films and television—"is not in the public interest" and declared flatly that the Commission told Examiner Leo Resnick that he could not look at the anti-trust aspects of the proposed wedding of ABC and United Paramount Theatres Inc.

Sen. Tobey, who heads up the radio-minded Senate Commerce Committee in the 83d Congress, backed down on his threat to take action to this extent: He said he still planned full-scale hearings but he had "no idea" as to when they would be scheduled. He intimated that it was rather academic at this time to take any action on the ABC-United Paramount case.

Hearings have been indicated on Sen. Tobey's bill (S 538) which would prohibit the Commission from granting station licenses or permits to those applicants who have been convicted of anti-trust violations—save by special FCC order in instances where the violations have not occurred within the five years prior to application for license.

$80 Million Profit?

It was his understanding, Sen. Tobey continued, that "one of the parties" in the ABC-United Paramount merger case stood to "profit" by about $80 million on the merger and he felt the Justice Dept. should look into the case. He declined to comment specifically on whether he, as chairman of the Senate Commerce Committee, would seek action from the Justice Dept.

The New Hampshire Republican also refused to comment on the Commission's approval of findings that Paramount Pictures controls Allen B. DuMont Labs. He left no doubt, however, that he looked with favor on Comr. Frieda B. Hennock's stand on the decision [she had concurred in such findings] and her position on educational television.

Referring to FCC's denial of Zenith Radio Corp.'s bid for a commercial TV outlet on Chicago's Ch. 2, Sen. Tobey also indicated—without saying so in so many words—that he went along with FCC Chairman Paul A. Walker and Comrs. E. M. Webster and Hennock on their dissent to the Commission's dismissal action.

Sen. Tobey reiterated his "shock" that the Commission sustained Examiner Resnick's initial decision, particularly in view of the recommendations of the Commission's legal staff. He had initially scored the Resnick proposed decision in a telegram from Europe last December while serving as an advisor to UNESCO [B•T, Dec. 8, 1952].

"The Commission told Mr. Resnick that he couldn't look at the anti-trust aspects of this case beyond a certain point," he asserted. "This is a grievous and shocking thing," he said.

Sen. Tobey made his remarks in advance of a news conference in Chicago last Thursday afternoon. He addressed a dinner of the Traffic Club of Chicago that evening.

Zenith May Go to Court On Sale of WBKB (TV) to CBS

PROSPECT that the FCC's action in approving the sale of WBKB (TV) Chicago to CBS for $6 million might end up in court was seen late last week when FCC denied a Zenith Radio Corp. petition for a stay order pending its formal request for reconsideration.

Zenith said it would file a petition for reconsideration not later than Feb. 20, objecting to the Commission's dismissal of its four-year-old application for Ch. 2 in Chicago. Commission had dismissed Zenith's 1948 application on the grounds that WBKB must move to Ch. 2 in line with the new allocations formulated last April [B•T, April 14, 1952] and that Zenith had forfeited its rights in the channel by failing to participate in the allocations proceedings and in the WBKB renewal hearings (part of the Paramount case).

Late Thursday, the FCC denied Zenith's Wednesday petition for stay, but explained that it would not issue an authorization for WBKB to move to Ch. 2 before considering Zenith's petition for reconsideration if filed not later than Feb. 20.

Zenith, which has been using Ch. 2 for experimental purposes (including most lately Phonevision tests) since 1939, was quick to protest its "loss."

Comdr. E. F. McDonald Jr., Zenith president, stated that "if this FCC decision is permitted to stand, it means that Balaban & Katz has sold for $6 million that which we believe to be our property." Zenith held a CP for commercial TV on Ch. 2 in 1946 but relinquished it during the first color TV hearing in 1946-'47.

WBKB Sale Part of Merger

Since the sale of WBKB to CBS was part of the merger arrangements—in order for AB-PT to comply with the FCC's duopoly rules prohibiting the same company from owning more than one TV station in the same market—the dissents of Comrs. Frieda B. Hennock and Edward M. Webster applied to this aspect of the merger, too. In addition Chairman Paul A. Walker dissented to the original Zenith dismissal decision, and he again dissented to the Commission denial of Zenith's petition for stay. Miss Hennock did not participate, and Comr. Webster objected to part of last Thursday's denial.

H. Leslie Atlass, CBS Central Division vice

Background, Growth of ABC to, Including New Merger

PROGENITOR of today's ABC was the Blue Network of NBC which began operating in 1927. In 1941, the FCC issued its now famous Chain Broadcast Rules which, in one provision, forced NBC to divest itself of one of its two networks (the other was then called the Red Network, which became the present NBC network).

In 1943, the Blue Network was bought by Life Saver tycoon Edward J. Noble for $8 million. At that time it consisted of 715 employes, 168 radio affiliates and 2½ owned and operated stations. The Blue Network's net sales in that year were $18,819,988.

In the nine years since 1943, ABC has invested $6 million in improving its radio facilities and $11.5 million on TV facilities. It now consists of more than 2,500 employes, 355 radio and 81 TV affiliates which include five owned and operated AM-FM and TV stations. They are WABC New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco. Report filed with New York Stock Exchange last week showed that for nine months ending Sept. 30, 1952, ABC took an estimated loss of $659,000. ABC's highest income was $1.5 million before taxes in 1947. As of Dec. 30, 1951, ABC's long term debt stood at $9,790,000. Of ABC's 1,689,017 outstanding shares, Mr. Noble owns 901,667 shares, or 53.38%. ABC has never paid a dividend nor has Mr. Noble ever received a salary as chairman of the board.

As of Sept. 30, 1951, ABC had total assets of $26,808,211, with current assets of $8,006,201. Total liabilities of ABC at that time was $12,571,091, with current liabilities of $4,529,520.

UPT, set up in 1950 as the theatre-holding company formed from the old Paramount Pictures Inc., had, as of Sept. 30, 1951, total assets of $119,703,840, of which $39,471,575 were current assets, and total liabilities of $58,591,433, of which $15,165,161 were current liabilities.

Consolidated 1951 UPT earnings were $10,705,000 including capital gains (after taxes) of $4,002,000. For the first nine months of 1952, UPT's consolidated earnings were $8,339,000. Under the terms of the Consent Decree UPT will own about 650 theatres throughout the U. S.; at the present time it is still divesting itself of theatres in accordance with court orders.

Under a pro-forma balance sheet as of Sept. 30, 1951, American Broadcasting-Paramount Theatres Inc. showed total assets of $152,084,955, with $52,945,902 as current assets, and current liabilities of $21,143,633, long term liabilities of $50,869,675, a capital surplus of $33,301,771 and an earned surplus of $18,031,522.

The 3,260,228 common shares of UPT will be exchanged for the equivalent common shares of AB-PT. ABC stockholders will receive for each share of their stock $7.50 of common AB-PT stock measured at $19 per share and $7.20 of 5% nonvoting $20 par preferred AB-PT stock. This means that an ABC stockholder with 100 shares will receive 39 9/19 shares of AB-PT common and 36 shares of AB-PT preferred. Mr. Noble and his family will hold just under 10% of AB-PT common and 55% of AB-PT preferred.

AB-PT now owns five and a half AM and FM stations (half interest in WSMB-AM-FM New Orleans), five TV stations, and about 650 theatres.

Like ducks take to water

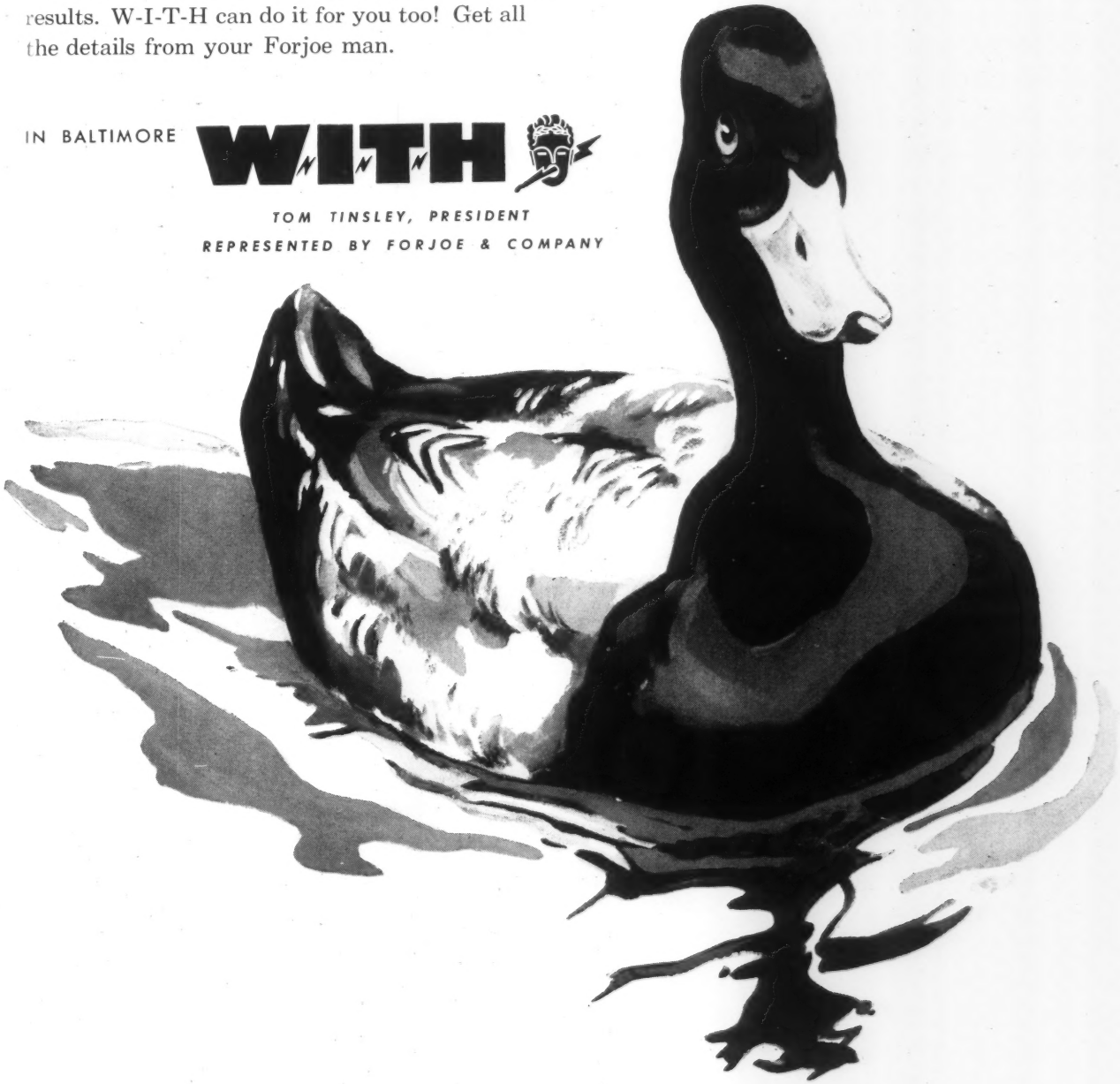
Baltimore merchants take to W-I-T-H just like ducks take to water. W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

For a real good reason! W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results. W-I-T-H can do it for you too! Get all the details from your Forjoe man.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE & COMPANY



BIG MIKE ...The Rancher

Livestock represents a big industry in Nebraska and the Midwest Empire. Cherry County in Nebraska produces more cattle than any other comparable area in the world. From the range lands to the Omaha Stockyards go some one and three-quarter million head of cattle every year. The Union Stockyards in Omaha, the world's largest cattle market, is the index to a billion-dollar industry—livestock raising in the great Midwest Empire. The men and women responsible for this big industry depend on BIG MIKE, the 50,000 watt KFAB, for service and entertainment all over this area. A BIG MIKE representative—Free & Peters—will be glad to tell you the story, or contact Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

preside[illegible] and general manager of WBBM, said that CB[illegible] had taken over the facilities of WBKB last M[illegible]day shortly after the merger was approved.

WB[illegible]-TV officially bowed in last Thursday mornin[illegible] at 9 a.m. CST on the old WBKB Ch. 4.

CBS [illegible]V is planning to build the WBBM-TV staff a[illegible]ound present WBKB personnel who have indicated a desire to remain at their positions.

While the present plan is to remain in the State-Lake Bldg., Mr. Atlass has said that WBBM-TV eventually will move to other quarters in close proximity to Chicago's downtown Loop area. CBS Radio facilities are located in the Wrigley Bldg., at 400 N. Michigan Ave.

As part of the sale-merger John Mitchell, present WBKB manager, moves to AB-PT's Chicago TV outlet. Others slated to shift are Sterling Quinlan, WBKB program manager, and William Kusack, chief engineer, though there was no official confirmation from ABC on the positions they would assume.

WENR-TV officially became WBKB (TV) last Thursday morning at the same time WBBM-TV call letters debuted on viewer's screens. It will remain on Ch. 7 under the new AB-PT banner.

WBBM-TV Staff Appointments

CBS was planning to announce key appointments to the WBBM-TV staff to replace Messrs. Mitchell, Quinlan and Kusack. It was understood Thursday that Al Bland, WBBM program manager, Eugene Eubanks, assistant program director, and other executives were involved in contemplated switches.

WENR-TV began telecasting Sept. 17, 1948 and was the second of the five ABC O and O TV stations to be launched by the network. Call letters of WBKB have been associated with the second oldest TV station in the country and it was the pioneer TV outlet in Chicago under Capt. William C. Eddy. WBKB started operating experimentally in 1939, commercially in September 1946 and has been affiliated with CBS.

Approval of the merger also means the termination of a temporary "convenience" contract between CBS-TV and WGN-TV Chicago for certain of the network's shows which WBKB could not clear. WGN-TV has been carrying a block of CBS-TV morning shows from 10:30 a.m. to noon. The morning block comprises *Strike It Rich, Bride & Groom, Love of Life, Search for Tomorrow* and *Guiding Light*. WGN-TV's primary affiliation is with the DuMont TV Network.

WGN-TV is expected to carry the CBS-TV shows for at least another two months. The network is required to give 60 days notice of cancellation of its affiliation contract with the *Chicago Tribune* TV outlet.

Statements by Key Figures Concerned with the Decision

Leonard H. Goldenson, AB-PT president, said:

We are truly pleased that the FCC has authorized this merger. With this approval comes a great responsibility. The American public is looking to a strengthened ABC for new and more varied programming on both radio and television. More entertaining, interesting and informative programs—these are the goals. It will, of course, take time, but we shall do our utmost in the coming years to keep faith with the public and the many radio and television station affiliates, stockholders and employees who see in this merger an opportunity to build a vigorous, public minded and profitable broadcasting operation.

Edward J. Noble, chairman of the board of ABC, who is now chairman of the finance committee of AB-PT, stated that the merger represents a major step forward in the development of ABC into a leading home broadcasting company. He said.

Starting in 1943, ABC has grown from a business of $12,000,000 to one of about $60,000,000. During this period, ABC, strengthened by public financing, acquired KECA in Los Angeles and WXYZ in Detroit, built five television stations and created modern radio and television plants in New York, Chicago, Detroit, Los Angeles and San Francisco.

Through this merger with United Paramount Theatres, Inc., ABC has found a company with available working capital for aggressive, effective competition in the home radio and television broadcast field, a management familiar with show business and with television through its television station, WBKB in Chicago, and a company very interested in the future of radio and television.

As a very substantial stockholder in the new American Broadcasting-Paramount Theatres, Inc., and as Chairman of its Finance Committee, I propose to continue active participation in the management of both the over-all company and the home broadcasting division, the American Broadcasting Company.

Robert E. Kintner, who continues as president of the American Broadcasting Company, a division of the merged company, said:

We are naturally gratified at the action of the FCC in approving the merger in the public interest. This is an action we have long awaited and one which will give the American Broadcasting Company the potential of more rapid and greater growth in the home broadcasting field. With added capital and with strengthened manpower, ABC will now have the weapons with which to compete more effectively. We recognize and accept eagerly the opportunity given to ABC through this merger to stimulate more vigorous competition within the radio-television broadcasting industry. This, of course, will be of immense importance not only to the industry but to the audience served by both radio and television and its advertisers. To achieve our high goals we must proceed slowly in order to build soundly and in a business-like manner.

Under the plans of the merger, the American Broadcasting Company proposes to develop new programming and new techniques for both radio and television. We plan important programming development in all areas—entertainment, drama, education, news and variety. We will explore particularly certain program fields where we consider ABC under-developed, namely, situation comedy, general comedy and dramatic presentations. These in general are our aims. We hope to achieve them through steady, consistent development and growth.

H. Leslie Atlass, vice president of CBS' Central Division and general manager of WBBM Chicago, issued the following statement:

We are grateful that the FCC has seen fit to grant to the CBS Television Network an outlet in Chicago. To us this means that we will better be able to bring to the people of Chicago and environs the same high calibre programs that CBS has always provided its vast audience. We now have a responsibility that we have long wished to assume. Our audience may be assured that we will use our facilities to bring them the best in television education and entertainment.

Competitive Factor Noted By FCC as in Public Interest

IT IS in the public interest to strengthen ABC vis-a-vis NBC and CBS, the FCC determined last week in approving the merger of ABC with United Paramount Theatres Inc.

In this, the Commission followed the reasoning of Examiner Leo Resnick, whose initial decision recommended a grant of the merger [B•T, Nov. 17, 1952].

But, the FCC's majority decision brought a grim and angry dissent from Comr. Frieda B. Hennock. Not opposing the merger, Comr. Edward M. Webster felt it should be held in abeyance until further examination had been made of the qualifications of UPT to hold broadcast licenses.

In its majority opinion, the Commission referred to the 1941 Chain Broadcast Rules which were drawn to develop competition to the dominant NBC and CBS networks. The "superior earning power and working capital" of other networks were also referred to by the Commission majority.

Structure of Rival Networks

The fact that NBC was part of giant RCA, that CBS was in the record and TV set manufacturing business, that DuMont was in the electronics and TV set manufacturing business, that MBS was owned by companies with a diversification of interests (General Tire & Rubber Co. is the largest stockholder), all of this was mentioned by the Commission majority as reasons for sympathetically considering ABC's plight.

"The extensive financial resources of the other networks enable them to take greater program risks and to erect and staff more elaborate facilities," the Commission opinion read. "The lack of adequate and diversified resources has been the principal obstacle which has precluded ABC in the past from providing the vigorous competition which might have been expected from the establishment of ABC as an independent competitive network. Because of the necessity of investing its limited funds in physical improvements, ABC has been without the other funds needed for the development of a program service equal to that of its competitors . . . "

Merger would permit ABC to strengthen both radio and TV programming, take chances on program development, the Commission said.

Competition between theatres and TV for audience and product was acknowledged by the Commission, but determined not to be crucial.

Although both motion picture exhibition and radio and TV vie for audience, there is a difference, the Commission held.

Theatres compete for the "outside" audience with other outside activities, the Commission said. Radio and TV, on the other hand, compete for "in home" attention.

There is little if any competition for product, the Commission determined. Theatres are in market for feature pictures, TV for specially made film. TV cannot compete with theatres for features because of (1) rental costs, (2) union restrictions, and (3) question of TV rights to film properties, the FCC majority pointed out.

AB-PT Purchasing Power

When and if the day comes that feature length pictures are released to theatres and TV "there is a theoretical possibility that American Broadcasting-Paramount Theatres Inc. would have a purchasing power in connection with the acquisition of films which could be used to its advantage and to the disadvantage of its competitors," the Commission admitted.

However, mitigating against this, the Commission added, was the fact that feature films were only one type of TV programming and were subject to certain limitations and disadvantages when used on TV. Also that increased use of films made specially for TV

For excerpts of decision see "For The Record", page 115.

XUM

Here in the San Francisco Bay Area

(ONE OF "FIRST 10" MARKETS IN TV SETS)

tv

is a major advertising medium... and the major TV station in the market is

KRON-tv

which operates on Channel 4 and puts more eyes on SPOTS

Most Advertisers! Rorabaugh reports that KRON-TV serves the largest number of advertisers in this 3-station market

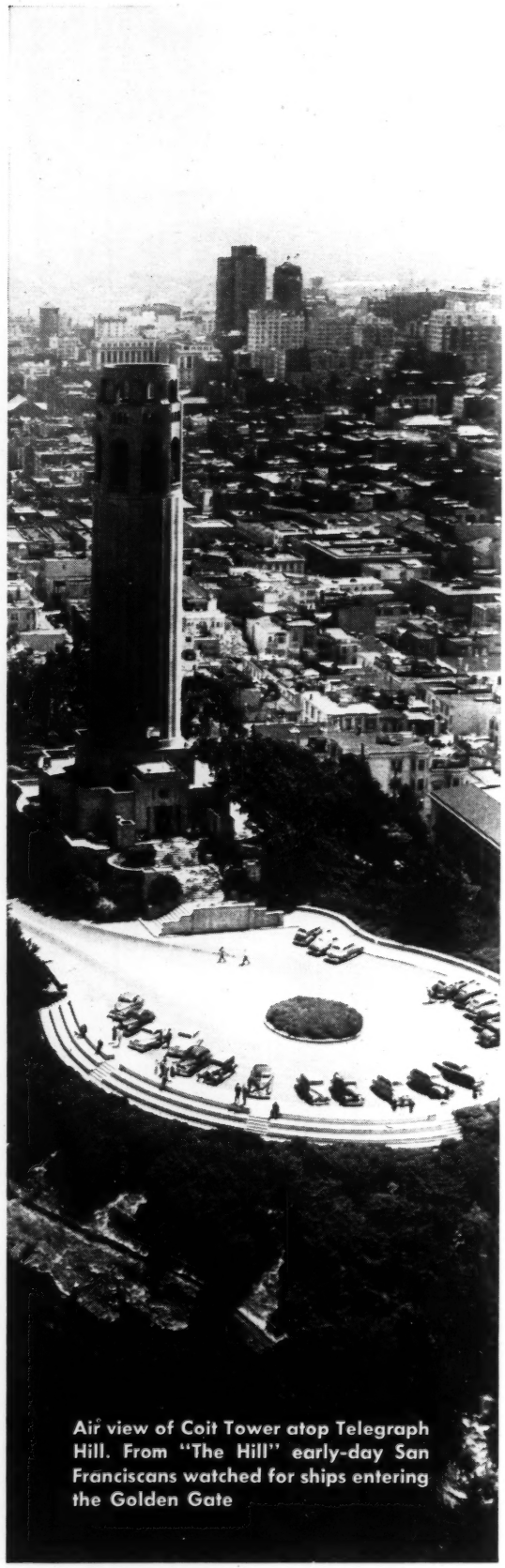
Biggest Audience! Pulse shows that KRON-TV offers the greatest percentage of audience, day and night, and all week

Best Shows! Pulse counts more top-rated shows on KRON-TV than on the other two San Francisco stations *combined*

Clearest Coverage! The market's highest antenna sends KRON-TV's signal throughout the Bay Area market, deep into Northern and Central California

---

ASK FREE & PETERS for availabilities... in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco. An NBC Affiliate, KRON-TV is owned and operated by the San Francisco Chronicle. It has pioneered in San Francisco TV (Channel 4) since November 15, 1949.



Air view of Coit Tower atop Telegraph Hill. From "The Hill" early-day San Franciscans watched for ships entering the Golden Gate

may make less desirable feature films made for theatre exhibition. And, finally, the FCC said, AB-PT promised that there would be no package or combination deals in the procuring of films for theatres and TV.

Fear that AB-PT might attempt to depress TV to take advantage of its theatre holdings was held to be unfounded by the Commission majority. There still would be competition from other TV stations and networks, the Commission pointed out.

FCC majority also found that the merged company will not own or control stories, nor produce or distribute feature films for theatres.

That there is a possible conflict between theatre TV and home TV was acknowledged by the Commission. It also saw a more direct possible conflict between theatre TV and subscription TV—for product.

But, the FCC said, it does not intend to anticipate the future of theatre TV or of subscription TV.

Miss Hennock's lengthy dissent focused almost entirely on the potential monopoly and competitive aspects of the merger.

Tone of her opposition was expressed in her opening paragraphs:

. . . the Commission has built what was at most a foothill of difficulty into a mountain of trouble for itself and our entire broadcasting system. . . . In areas without established precedent, the Commission has taken an undue risk with the future of broadcasting by permitting the introduction therein of a new and potentially deleterious force and by setting in motion a series of events that must be productive of harmful future consequences upon our radio and television services . . . such consequences will hamper and stunt the growth of that most vigorous and flourishing competitive broadcast system which the American people need and desire.

Miss Hennock devoted several sections of her opposition to the thesis that the merger conflicts with Sec. 7 of the Clayton Act. This has to do with the possible lessening of competition when two firms consolidate.

Not in Public Interest

She also vigorously maintained that the parties to the merger case failed to prove that the amalgamation was in the public interest and that UPT failed to prove that it is qualified to hold broadcast licenses.

Cassandra-like, Miss Hennock claimed that Commission approval of the merger "portends harmful future consequences" for broadcasting, competition between broadcasting and other mass media of communications, sources of broadcast programming, and the degree and quality of broadcasting services.

TV and motion pictures are "in fundamental and violent competition with one another" for audience and product, she maintained.

Her argument ran along these lines: The public has just so much leisure time. Although there are some differences, TV and theatre exhibition are much alike; they are both visual and aural presentations. TV has had a "substantial" and generally adverse economic effect on both motion picture exhibition and production. Competition between the two media may reasonably be expected to become far more substantial in the future.

Commission attitude that feature films are not for TV are belied by the growing popularity of just such programs on TV, Miss Hennock insisted. With the growth of TV, broadcasters may soon find it economically feasible to bid for feature films, Miss Hennock predicted.

There is a "substantial risk," Miss Hennock maintained, that the merged company may engage in restrictive practice against TV "particularly so when the company's greater investments in theatres may be in an especially vulnerable or precarious position. . . . It is simply too much to expect full, vigorous and unrestricted competition between the separate arms of one company at the expense of consequent disadvantage and loss to the company's total operations."

To the Commission's view that such restrictive practices would only rebound to AB-PT's disadvantage since there would be competition from other TV stations and networks, Miss Hennock objected.

Such "external" competition did not work out within the motion picture industry itself, she said alluding to the anti-trust history of that industry. In the face of a monopoly situation, she said, "It is just as likely that others in these fields will themselves seek to adopt the position and techniques of the monopolists. Here, as elsewhere, the existence of competition often spurs monoply to even greater efforts toward the reduction and elimination of competition."

'Huge Multimedia Combine'

She called the merger "a huge combine of multimedia economic power against which other TV networks and stations will find it difficult to compete on any basis even approaching fairness and equality."

She declared that the merged company's "massive" purchasing power for films will make its presence felt against its telecasting competitors. Some day, TV and exhibitors will be buying films from same sources, she predicted. Then the merged company's "power from volume" will be to its advantage with suppliers and also in securing and keeping TV affiliates, she maintained.

Merger approval is unfair to DuMont, Miss Hennock asserted. It puts that network in the position of competing with three dominant networks, instead of two as heretofore, she said.

Taking a broad view of the possible effects of the merger, Miss Hennock foresaw the amalgamation of the motion picture and TV industries. Other companies—both motion picture and TV—will not live with "competitive disadvantages" inherent in the ABC-UPT merger, she said.

Merger approval also conflicts with FCC policy on diversification of ownership, Miss Hennock declared. It also may violate the 1948 Supreme Court decision on the motion picture anti-trust suit which precludes motion picture producers from owning theatres and vice versa, she said.

Thus, she pointed out, AB-PT owns theatres and a TV network which is in the production business. Also Paramount Pictures owns a station and a network (kinescope recordings of KTLA programs syndicated to other stations) which might be considered exhibition and it also produces motion pictures.

"Today we open a vast Pandora's Box," Miss Hennock glumly declared, "one forbidding in aspect and one that will not easily be shut again. . . . It may possibly forecast the bleak day of complete elimination of the small or moderately sized and fully independent operator from all of the broadcasting, particularly television."

Although Comr. Webster voted against the merger, he did not oppose it on the same grounds as Miss Hennock. Comr. Webster did not think the Commission had fully explored the anti-trust activities of Paramount Pictures and of UPT. Therefore, he felt the merger should be held in abeyance until the anti-trust record had been more fully examined.

Comr. Merrill had this comment on the subject of the merger, which he favored: That Congress "might consider it advisable to give further guidance to the Commission in the discharge of its functions in this relatively young, vigorous and rapidly growing TV field."

FCC Finds Paramount Pictures Controls Allen B. DuMont Labs.

IN the only reversal of the hearing examiner's initial decision [B•T, Nov. 17, 1952], the FCC found that Paramount Pictures Corp. controls Allen B. DuMont Labs. through its unique position as sole Class B stockholder and second largest Class A shareholder.

Dissenting from this position—which follows a 1946 and 1948 FCC opinion along the same lines—were Comrs. Rosel H. Hyde and George E. Sterling. They felt, as did the examiner, that for all practical purposes, Dr. DuMont and his associates dominate the company's activities.

FCC decision means that Paramount Pictures and DuMont between them are limited to not more than five TV stations. FCC regulations prohibit the same entity from owning more than five TV stations.

Undetermined at week's end was whether DuMont would take the decision to court. Dr. DuMont refused to discuss the decision. Col. William A. Roberts, DuMont's Washington counsel, was on a case in Nevada and was not expected back in Washington until the weekend. It was presumed that a statement would be issued after conferences between Dr. DuMont and Col. Roberts.

Some observers question whether DuMont has anything to go to court on since its applications were granted.

Nub of the Commission's decision on the control issue was contained in this sentence of the conclusions:

"The rights which Paramount holds in DuMont constitutes both negative control of important phases of DuMont's corporate existence and potential affirmative control over all phases."

Owns All B Stock, 2.4% A Stock

Paramount Pictures owns all of the 560,000 shares of Class B stock, the Commission pointed out. It also owns 43,200 shares (2.4%) of the Class A stock, which, next to Dr. DuMont's 3%, is the largest Class A group, it said. Due to its Class B holdings, it names three of the eight DuMont directors and also the secretary, treasurer and assistant treasurer, the conclusions continued. FCC said:

The practical consequences of these facts in terms of influence, and potential and negative control is clear. . . . No amendment can be made to the Certificate of Incorporation, nor can any other provision affecting the voting or other rights and privileges of either class of stock be made without affirmative vote of Paramount's B stock.

The Commission said that Paramount from the beginning of its participation in DuMont in 1938 assured itself of a major voice in DuMont's affairs.

"This record, therefore, shows that as a matter of basic organization Paramount has been given a dominating position in DuMont which sets it apart, in terms of influence, from all other stockholders," said the Commission.

Webster Dissents Bitterly In KTLA and WBKB Approvals

SURPRISE finding in the Paramount case was that old Paramount Pictures Inc. violated the FCC regulations by not seeking FCC permission before transferring KTLA (TV) Los Angeles and WBKB (TV) Chicago to new Paramount Pictures Corp. and UPT.

But, said the Commission, it could not believe that this action was willful, and therefore it granted the license applications requested.

This brought one of the most indignant dissents in the whole case—that of Comr. Edward M. Webster.

Comr. Webster maintained that Paramount Pictures had chosen voluntarily to reorganize following the 1948 Supreme Court decision. Since it was voluntary, Commission rules required that Paramount seek FCC approval of the transfers of the two stations (plus negative control of WSMB-AM-FM New Orleans) before effecting such changeover.

What aroused Comr. Webster even more was that the FCC, after finding that Paramount had violated Commission rules, nevertheless granted the license applications.

Paramount's Clear Record Since '49 Decree Pointed Up

SINCE the 1949 Consent Decree, which followed the 1948 Supreme Court decision in the long-drawn-out motion picture anti-trust suit, Paramount Pictures has put its house in order. Therefore, it and UPT have no anti-trust taint since 1948 and are qualified to be licensees.

That is what the FCC majority found on the anti-trust issues of the Paramount case. The 1948 cut-off date for anti-trust violations was ordered by the Commission during the hearing last August after pleas by ABC and UPT for means of expediting the merger cases. Comrs. Frieda B. Hennock and George S. Sterling did not participate in that decision.

The Commission majority also found that Paramount Pictures practiced no restrictive measures regarding the use of feature films on TV, but that lack of full-scale use of features on TV resulted from the economics of theatre exhibition, which brought returns TV could not hope to meet. The Commission also declared that withholding of features from TV was in part due to union restrictions and the question of TV rights.

Neither Paramount Pictures nor UPT have discriminated against TV in story properties and talent, the Commission held. Again it was a question of economics.

This called forth dissents from Comrs. Hennock and E. M. Webster, and a partial objection from Comr. Eugene H. Merrill.

Comr. Hennock's opposition was most intensive. She claimed that the Commission's August order deleting from consideration Paramount's anti-trust history prior to 1948 "eviscerated" the anti-trust issue and reduced the record to a "nullity."

Even with the record excised of pre-1948 monopoly and restraint of competition considerations, Miss Hennock claimed that it was incomplete and inconclusive regarding post-1948 anti-trust suits.

Nor has the record been cleaned up regarding conflicting testimony, she asserted.

Point Miss Hennock made—and in this she was joined by Comr. Webster—was that it behooved the examiner to permit the Broadcast Bureau to delve into pre-1948 anti-trust violations if it could prove continuing violations.

In this, they were joined by Comr. Merrill.

SOAPS VS. DETERGENTS; UPS AD DRIVES

Fight for supremacy in the cleanser field reaps big billings for broadcast media.

RISING BATTLE for sales between soaps and detergents is resulting in a clean victory for radio and television.

In a rivalry that promises to gain still more intensity, the two contesting forms of cleansers are enlisting an increasing artillery of radio and TV spots and network shows to pound home the superiority of their respective wares.

This intra-product competition, moreover, promises to accelerate even more the struggle which already is driving radio and TV billings to near record highs in the soap-detergent arena.

Among the soaps, B•T learned, such products as Silver Dust, Rinso and Duz are pouring additional money into radio and TV.

The detergents—including Fab, Cheer, Dreft, Surf and Tide—are retaliating with escalated expenditures of their own.

As one of the battle sidelights, it was reported that one soap, Super Suds, was considering a change to a detergent form.

The specific business maneuvers of the various products are as follows:

Lever Bros.' Silver Dust will start a 52-week campaign in 100 markets effective mid-February and early March. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Lever's Lux Flakes, a soap, through J. Walter Thompson Co., New York, is switching its *Lux Video Theatre* on CBS-TV from Monday to Thursday, 9-9:30 p.m. EST (replacing *Biff Baker*, cancelled by American Tobacco Co.) in an attempt to get a better rating.

Procter & Gamble's Cheer, one of the newest detergents on the market, through Young & Rubicam, New York, is placing a national spot campaign starting March 3 in 100 radio and 20 TV markets.

Procter & Gamble's Duz, a soap, has bought sponsorship of three quarter-hours a week on *The Garry Moore Show* on CBS-TV, effective Feb. 10 [B•T, Feb. 9].

P&G's Dreft, a synthetic detergent mainly used for dishes, is plunging a considerable budget into a large spot announcement campaign estimated at more than 100 markets, starting this month for 13 weeks. Dancer-Fitzgerald-Sample, New York, is the agency.

Lever's Rinso is buying its 100-market radio spot announcement campaign for five weeks, using four and eight-second announcements, wherever stations agree to the "midget spots" [B•T, Jan. 26]. The advertiser was the first to buy a block of station identification announcements under WCBS New York's new identification package plan (five seconds) starting Feb. 9. Hewitt, Ogilvy, Benson & Mather, New York, is the agency.

P&G's Tide, detergent, continues to spend about $8 million in advertising, including sponsorship of a half-hour show featuring Red Skelton on Sundays on NBC-TV, and three quarter-hours a week on NBC-TV. Tide also uses spots for supplementary purposes. Benton & Bowles, New York, is the agency.

Detergents Inc. (All), a detergent used especially for washing machines, started a spot radio campaign in mid-January and mid-February on about 25 stations, with until-forbid contracts. Mumm, Mullay & Nichols, Columbus, is the agency, whose New York office, Wyatt & Schuebel, placed the campaign.

Lever's Surf, a detergent, promotes its merits along with other Lever brands on the following network shows: *Hawkins Falls*, five times weekly on NBC-TV; Arthur Godfrey, quarter-hour telecasts on CBS-TV, the radio portion being sponsored on CBS Radio by the firm's Breeze (a detergent); *Lux Radio Theatre* on CBS Radio; *House Party* on CBS-TV, and *Aunt Jenny* on CBS Radio.

Colgate-Palmolive-Peet's two entries in the detergent field, Vel and Fab, are heavy users of spot radio through William Esty Co., New York.

Boxing on TV Insured

TO HELP offset any loss to the TV sponsor as a result of a possible cancellation of a scheduled boxing match between Carl (Bobo) Olson and Norman Hayes in Boston Garden, Ellington & Co., New York, agency for *Saturday Night Fights*, on behalf of Bayuk Cigars Inc., insured the match for $100,000.

The decision to obtain the policy, according to Jesse T. Ellington, agency president, was made because the first two bouts of the new TV boxing series, scheduled on ABC-TV, were cancelled because of injuries to boxing principals.

$600,000 for TV Spot Hinges On Fla. Legislature Tax Vote

INSERTING a big "if"—if the money is made available—in its move to increase next year's appropriation for use of TV spots in promotion of Florida grapefruit, the Florida Citrus Commission meeting in Lakeland, Fla., Feb. 11 voted to spend $600,000 for TV spots starring "Miss America" during the fiscal year beginning June 1.

Time between 6 and 9 p.m. will be sought on CBS-TV and NBC stations (or other outlets where desirable) in markets selected by the agency. Filmed 20-second spots would be used three times a week or oftener.

In recommending the $600,000 appropriation, the commission emphasized that the sum would become available only through an increase in taxes on grapefruit, which would have to be voted by the Florida Legislature during its six-week session beginning next month in Tallahassee.

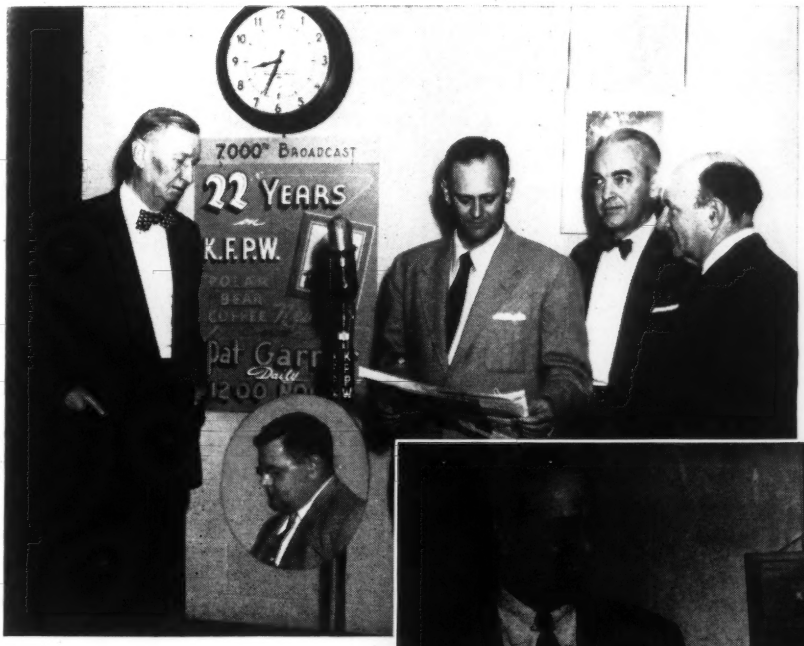
The group authorized its agency, J. Walter Thompson Co., New York, to "start buying time immediately" and to use up to $75,000 between now and June 30. This money presumably would come from cancellations of current TV and radio grapefruit advertising.

The Citrus Commission is spending approximately $700,000 during the current year for all grapefruit advertising in all media.

In a separate action, the Citrus Commission voted to cancel the Saturday morning TV show *Happy's Party* in three cities—New York, Detroit, and Washington—effective with the end of the present 13-week period. The show will be continued in Pittsburgh only.

The cutback was sparked by an expected scarcity of advertising funds during the current season. A reduction of approximately $115,000 is expected because of the downward revision of the Dept. of Agriculture's estimate of this season's Florida citrus crop.

YEARS of RESULTS . . . . From RADIO and NEWS!



★ 100 per cent distribution for Polar Bear Coffee in the Fort Smith Trade area is proof of results for the Noon News, now in its 23rd consecutive year on KFPW . . . under the same sponsorship. Left to right, celebrating the 7,000th broadcast of Polar Bear Coffee News—J. W. Davis, sales manager, Griffin Grocery Co.; James C. Leake, vice president; Dwight Sample, manager, Griffin Grocery Co., Fort Smith, and Pat Garner, veteran news chief of KFPW. Inset, John T. Griffin, president of Griffin Grocery Co., makers of Polar Bear Coffee.

★ One of KTUL's staunchest advertisers is Harry Clarke of Clarke's Good Clothes in Tulsa, who has sponsored "Tomorrow's News Tonight" every night at 10:00 for 15 years. Taxiposter held by Newscaster Ed Neibling, left, and Clothier Clarke heralds longevity of newscast. Plaque on wall was awarded KTUL and Clarke last March by BAB as second prize in the national "Radio Gets Results" contest. Clarke's has advertised continuously on KTUL since a week after the station went on the air in 1934.

- The "VOICES" that SELL MOST for MORE LOCAL MERCHANTS in TWO RICH MARKETS of the SOUTHWEST.
- "GRASS ROOTS" ACCEPTANCE plus CONSISTENT RESULTS MAKE KTUL and KFPW the BEST BUYS FOR YOUR ADVERTISING DOLLAR in TULSA and FORT SMITH, ARK.

The AUDIENCE ACTION TEAM

KTUL-KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU - Vice President, General Manager

AVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY

YEAR-LONG contract for Frederic W. Ziv show, *Favorite Story*, on WNBW (TV) Washington is completed by (seated, l to r): Woodrow Hellmuth, president, U. S. Metals Products Corp. and Capital Supply Co.; Paul Lynn Heller, president of the agency of the same name; standing, Gerald M. Feld, agency account executive; Bill Dothard, Ziv district representative, and Tony Mielke, salesman for the television station in Washington.

STATION, AGENCY EXPERTS ANALYZE RADIO AT SEMINAR IN WASHINGTON

BAB's Sweeney cites department stores as great source of untapped revenue for radio, while officials describe operation of various classes of stations and agency executives define best use of the medium.

LOCAL RADIO's greatest potential revenue lies in the department store field, and the medium's biggest gains in the next two years will be with this kind of advertiser. This assertion by Kevin Sweeney, vice president of Broadcast Advertising Bureau, was made to members of the Washington (D. C.) Advertising Club Wednesday.

He warned that station executives must understand the retailer's problems and check department store copy closely to reap the greatest rewards.

Radio itself is responsible for the lack of department store revenue, and only a management eager to find new techniques can change the present box score, Mr. Sweeney said. He reported that "no more than a dozen" department stores in the country use radio with the same intensity as newspapers.

Stores will come into the sponsor-fold, however, because "we have learned more about how to use radio in the past five years than in the previous 25."

Mr. Sweeney keyed a panel discussion by station managers, representing various classes of operation, and another by agency executives, outlining their usage of radio. Pointing to "bargains" in their own types of operation were John S. Hayes, president, WTOP Inc. (CBS), for network; Robert Rogers, vice president and general manager, WGMS (specialized), and Ben E. Wilbur, sales manager, WOL (independent), all Washington.

Panel chairman was Ben Strouse, general manager of WWDC-AM-FM.

Alvin Miller, vice president of Cohen & Miller agency, introduced Washington agency panelists who discussed their use of radio. They were Harwood Martin, owner of the agency of the same name; Ruth Graze, account executive and timebuyer, Alvin Epstein Adv.; Jeff Abel, Henry Kaufman & Assoc., and M. Belmont Ver Standig, owner of the agency of that name.

Joseph L. Brechner, general manager of WGAY-AM-FM Silver Spring, Md., was in charge of the radio seminar. A similar session, concerning television, is planned by the group in March.

RCA Victor to Sponsor 'Oscar' Awards Simulcast

RCA VICTOR DIV., paying $100,000 for exclusive rights, will simulcast the Academy of Motion Picture Arts & Sciences 25th annual "Oscar" awards presentation on NBC from Hollywood Pantages Theatre March 19, 10:30-11:30 p.m. EST. Only institutional commercial copy will be used.

The AMPAS ceremonies have been heard on ABC radio in past years, but this is the first time the major studios have allowed a telecast of the event.

M-G-M, long a TV holdout, will permit contract talent to appear before the cameras during the ceremonies, the contention being they are participating in a "news event" and not performing as actors. Other major studios who withhold contract players from video also have indicated full cooperation. Sale of broadcast rights for the first time eliminates necessity for movie studios to share costs of the presentation.

Bob Welch, former Paramount Pictures producer and now an NBC-TV producer and idea man, will supervise production of the simulcast.

Toni's 'Biggest' Campaign Dominated by Radio and TV

Chicago firm, with accounts split among four agencies, plans plus $12 million campaign for 1953, with radio-TV to receive up to $10 million.

WITH its advertising budget split among four Chicago agencies after resignation of the account by Foote, Cone & Belding last December, Toni Div. of Gillette Co. last week was planning the most ambitious advertising campaign in its history.

It was understood radio will derive approximately $3 million and television $6.4 to $6.5 million of the overall budget estimated at far above $12 million. Toni's radio-TV budget was estimated at plus $3.5 million last December. No addition of programs is planned immediately, although one or two changes are anticipated on radio. Spot radio and television also will be used. The firm also plans to introduce new products.

R. N. W. Harris, Toni president, said the firm's 1953 budget will be its heaviest in history, with the biggest share in radio and television. Toni's 1952 budget had been estimated at $10 to $12 million.

Supplementing radio and television will be extensive schedules in newspapers and national magazines.

The budget includes an appreciable share for radio-TV advertising of Toni home permanent (Weiss & Geller is agency); Prom self-neutralizing home wave (Leo Burnett Co.); New Bobbi pin curl permanent (Tatham-Laird) Toni creme rinse (Tatham-Laird), Toni creme shampoo (Price, Robinson & Frank), and White Rain lotion shampoo (Tatham-Laird).

Toni plans to continue *Racket Squad* and *Arthur Godfrey & His Friends* on television, as well as the following radio network programs —*Arthur Godfrey Time, Breakfast Club, Break the Bank, Crime Letter from Dan Dodge, Fun for All, This Is Nora Drake,* and *Tennessee Ernie.*

CBS-NBC CONTINUE C-P-P SPAT

CBS-NBC battle for Colgate-Palmolive-Peet business continued last week. The sponsor reportedly is getting a two-week extension of deadline for notifying CBS-TV whether it intends to renew its sponsorship of *Strike It Rich,* which NBC is trying to swing over to is own network [CLOSED CIRCUIT, Feb. 9]. Original deadline was last Tuesday.

NBC spokesmen said they were trying "as aggressively as possible within normal means" to get CBS-TV's Colgate account switched to NBC-TV, and that an answer was due early this week.

NBC is trying to sell Colgate on not only moving the half-hour *Strike It Rich* daytime program from CBS-TV to NBC-TV, but of increasing its sponsorship of the series from the present thrice-weekly schedule to a full five times weekly.

Purported terms of NBC's bid generated fire among CBS-TV executives, who claimed NBC offered to make no charge for sponsorship of the program two days a week. NBC officials denied this version and countered that CBS-TV originated the furor.

...to the time buyers for food and drug advertisers

The ***only*** two stations in the fabulously wealthy Washington market that offer your clients regular IN-STORE, point-of-purchase displays to back up their on-the-air advertising are ***WMAL-Radio*** and ***WMAL-Television.***

To give our drug and food advertisers effective follow-up at the all-important point of sale, we have launched

WMAL CUSTOMER CONTACT

DRUG advertisers get point-of-sale displays in 75 Peoples Drug Stores —the drug chain that handles over 60% of all drug sales in the Washington Metropolitan Area.

FOOD advertisers get point-of-sale displays in 20 Food Town Grocery Stores—a chain that does a $20 million business annually.

Any Katz salesman can tell you how to get CUSTOMER CONTACT with effective, low-cost advertising on

WMAL *am / fm / tv*

THE EVENING STAR STATIONS IN WASHINGTON, D.C.

REPRESENTED BY THE KATZ AGENCY, INC.

ABC IN WASHINGTON, D.C.

TOP CHANGES MADE AT BIOW CO.

TOP LEVEL changes at Biow Co., one of the top 10 advertising agencies in terms of broadcast billings, were announced last week.

Milton H. Biow, who has been president since he founded the agency in 1918, became chairman of the board, and F. Kenneth Beirn, executive vice president, was named president.

The changes "will make possible my devoting even more time to our agency's accounts and key sales and advertising problems," Mr. Biow said. "The advancement of Mr. Beirn to the presidency will enable him to concentrate more fully on administrative functions, including the selection and development of manpower, all of which he has done so well in the company's interest and development.

"These steps are part of a long-range expansion program begun some years ago which has aided the Biow organization to grow from approximately $20 million in billings handled by 200 persons to approximately $50 million in billings and a staff of 420 men and women. In part this increase has stemmed from the addition of new clients. In greater measure, it results from the increased business of older clients."

Mr. Biow added that he plans to continue the arrangement permitting employes to purchase a total of approximately 25% of the firm's common stock. Mr. Biow holds the remaining common and preferred shares.

Among the leading radio and television advertisers represented by Biow Co. are: Philip Morris & Co., Procter & Gamble Co., Bulova Watch Co., Jacob Ruppert Brewery, Pepsi-Cola Co. and Eversharp Inc.

Mr. Beirn joined Biow in 1948, having previously been New York manager for Grant Adv. and Dancer-Fitzgerald-Sample. He was named executive vice president in 1949.

Little Elected C-P-P Chmn.; McConnell Is President

JOSEPH H. McCONNELL, former president of NBC, was elected president of Colgate-Palmolive-Peet Co., effective March 1, and Edward H. Little, president of C-P-P since 1938, becomes chairman of the board, effective immediately [B•T, Jan. 5], it was announced last Thursday, following a meeting of the board of directors.

Mr. McConnell also was elected to the company's board of directors and the executive committee.

Mr. Little, as chairman of the board and also as chairman of the executive committee since 1938, will continue to serve as chief executive officer under an amendment to the by-laws of the company, passed last Thursday.

James A. Reilly, executive vice president in charge of soap sales, was elected a director at the meeting.

Charles S. Pearce and S. B. Colgate are honorary chairmen of the board.

Mr. Little has served C-P-P since 1902 when he joined the firm as a salesman.

The pattern of Colgate's foreign operations was largely established by Mr. Little. World wide sales of the company have increased from $100 million when he became president to more than $350 million in 1952.

Mr. McConnell, former executive vice president of RCA, was elected president of NBC in October 1949 and served in that capacity until December 1952 when he resigned to take the Colgate post [B•T, Jan. 5].

How Much Was Pabst's Tab For the Gavilan-Davey Bout?

HOW much did Pabst Brewing Co. pay for rights to the Kid Gavilan-Chuck Davey welterweight fight in the Chicago stadium last Wednesday evening?

There were reports that the sponsor of these regular weekly boxing matches on CBS-TV had guaranteed a sellout at the stadium and was laying $100,000 on the line for the TV rights.

Chicago Stadium says it tain't so—that Pabst "got off the hook" because of avid interest in the fight and a good gate. Stadium spokesmen claim the actual lump sum for TV rights would be closer to $12,000 than $100,000 on the basis of Pabst's yearly TV contract. They say Pabst tells only half the story.

Stadium spokesmen say that Pabst guaranteed a net gate of $200,000. The actual net was $211,415. It was pointed out that the brewing firm has a contract with the International Boxing Club for Wednesday night fights.

Pabst Brewing Co. headquarters in Chicago had no comment on the apparent discrepancies in the news. A spokesman said such business transactions were "confidential" but added that Pabst paid extra for the fight.

The TV viewing audience was estimated at between 35 and 55 million, with some 65 stations carrying the telecast. There was no radio coverage.

Sachs Signs With WBBM

MORRIS B. SACHS Inc., Chicago clothing retailer which has pioneered in use of radio, last week signed a long-term contract with WBBM Chicago for 18 quarter-hour programs per week.

Mr. Sachs said his firm had tested spot announcements on a majority of Chicago stations for six months and results proved "AM radio on a large station was the most economical buy we could make. Radio will continue to hold the leading role in our advertising program."

NL&B Names Burton V.P.

APPOINTMENT of Robert R. Burton as vice president at Needham, Louis & Brorby, Chicago, was announced by that agency last Monday. Mr. Burton formerly was vice president in the Chicago office of Young & Rubicam Inc. where he supervised accounts of the Elgin National Watch Co., the Bissell Carpet Sweeper Co. and the Pullman Co.

NEW BUSINESS

Spot

McKesson & Robbins (Tartan suntan lotion), N. Y., through Ellington & Co., also N. Y., working up an advertising plan involving appropriations in excess of last year's. A saturation radio spot campaign will be used in all major cities across the country. Tex and Jinx McCrary and their two sons will be featured in commercials.

V. La Rosa & Sons Inc., N. Y., conducting saturation campaign using approximately 35 spots weekly on WOR WNBC and WCBS, all New York. Campaign will last through Lenten season. Agency: Kiesewetter Assoc., N. Y.

French Government Tourist Office and **Air France** sponsoring *To France—With Music* on 13 stations of Good Music Broadcasters for 52 weeks at times to be selected by advertisers, starting Feb. 15. Agencies: Buchanan & Co., for Air France; Benton & Bowles for French Government Tourist Office.

Bardahl Mfg. Co., Seattle (motor oil), planning TV spot campaign consisting of 100 spots per week in 26 markets. Agency: Wallace Mackay Co., Seattle.

Coca-Cola Bottling Co., L. A., starts one-minute spot announcement campaign today (Feb. 16), for 26 weeks, on KFI, KECA, KFWB, KMPC, KHJ, KNX, KGFJ, all Los Angeles; KBIG Avalon, KFOX Long Beach and KOWL Santa Monica. Agency is D'Arcy Adv. Co., L. A.

Network

Interstate Bakeries Corp., L. A. (Weber's Bread), renews *Cisco Kid* on eight Don Lee California radio stations, Mon., Wed., 7:30-8 p.m. PST, for 52 weeks from March 13. Firm, for Log Cabin Bread, starts radio spot announcement campaign, today (Monday), for 13 weeks on KNX KFI KECA KHJ Hollywood, KFOX Long Beach, KVOE Santa Ana, KOCS Ontario and KPMO Pomona. Agency: Dan B. Miner Co., L. A.

Charles Antell (hair preparation products, reducing and vitamin pills) sponsoring *What's Your Bid*, Sat. 7:30-8 p.m. EST on 64 ABC-TV station, effective last Saturday. Program is audience participation series. Television Adv. Assoc., Baltimore, is agency.

Helene Curtis (Spraynet) to sponsor *Down You Go*, half-hour TV show Friday night on DuMont TV Network, starting early in March. Ruthrauff & Ryan, Chicago, is agency.

Sunset Oil Co., L. A. (Golden Eagle Gasoline), started six times weekly quarter-hour *Golden Gags* for 13 weeks on KFI Los Angeles, KPMO Pomona, KYNO Fresno, KBIS Bakersfield, KROW Oakland, KCRA Sacramento, KFXM San Bernardino, KPDQ Portland and KOL Seattle. Agency: General Adv. Agency Inc., Hollywood.

Bur-Mil Cameo Hosiery (Burlington Mills) will sponsor *Cameo Lady Talk*, featuring Helen Hall, in new six-times-weekly radio series, 3-3:05 p.m. EST on MBS in 13 states. Agency: Donahue & Coe, N. Y.

Agency Appointment

Campbell Soup Co. (Franco-American spaghetti sauce with meat), names Compton Adv., N. Y., effective May 1.

Eppens Smith Co., (Holland House coffee), names Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y. **Z. C. Barnes** is account supervisor.

Bosco Co. Inc., N. Y. (Bosco milk amplifier), names Ruthrauff & Ryan, that city, effective April 1. Company expected to expand both network and local TV.

we've been on both sides of the desk

It's mighty helpful to understand the other man's problem when you are trying to sell him something.

The men of H-R Representatives have a decided edge in this business of advertising selling because of their vast experience on *both* sides of the desk.

Collectively H-R men have been successful buyers of time; account executives in agencies; have owned, managed and sold for radio stations; been advertising manager of well-known national companies and last and most important, spent years and years representing AM and now, TV stations.

Yessir, when you can talk the language of both sides of the desk, it's much easier to prove your point.

Remember, there is no desk-bound brass at H-R Representatives. So, whether it's one of the owner-partners or a veteran salesman H-R Always Sends A Man To Do A Man's Work.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **TELEVISION**

TELEVISION, INC.
REPRESENTATIVES, INC.

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

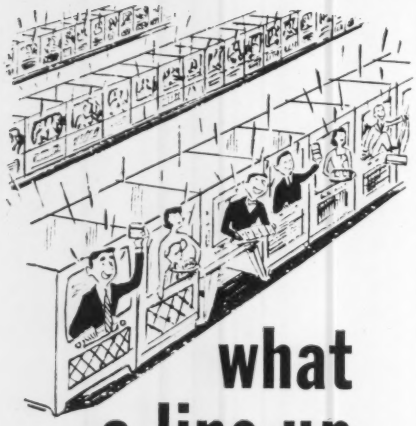
35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

XUM



what a line up..

292,000 STRONG!

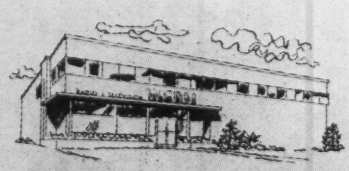
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 292,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis 2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

FACTS & FIGURES

99% of N. Y. TV Viewers Like Movies—Advertest

FULLY 99.6% of all TV homes in the New York area regularly viewed video movies during January 1953, Advertest Research reports, adding this is a 5% increase over January 1952.

The Advertest report, "The Television Audience of Today," indicated weekday viewing was highest from 7-11 p.m. with 69% and weekends after 11 p.m. with 55%.

Children make up the major part of the TV movie audience before 7 p.m. with adults, the majority women, viewing mainly after that time. Total family viewers on weekdays, by periods: before noon, 4.6%; noon-5 p.m., 17.7%; 5-7 p.m., 38.5%; 7-11 p.m., 48.0%; after 11 p.m., 43.5%.

Preferences before and after noon up to 5 p.m. are comedy and musical movies; from 5-7 p.m., comedy and drama; 7-11 p.m. and afterward, drama and mystery.

Advertest, citing increased movie popularity on TV, said in 1952 that 33% of viewers rated movies as good or excellent, but that January's figure is 46%. The hour-length movie is most popular, followed by the hour and a half film.

Type and variety of films and hour of their presentations were listed by respondents as bases for their selection of favorite movie shows, with about 40% willing to accept repeats of movies on TV if "exceptionally good" or "shown at different times." The study is available for release from Advertest Research, 90 Bayard St., New Brunswick, N. J.

NBC-TV, CBS-TV Get Equal Number of 'Emmys'

NBC-TV and CBS-TV programs and talent drew equal number of "Emmy" national awards at the fifth annual Academy of Television Arts & Sciences. Awards were made at the dinner held Feb. 5 in the Hotel Statler, L. A. One award in the national category went to DuMont TV Network and another to Paramount Television Productions.

Lucille Ball was a double winner, sharing one award with her husband, Desi Arnez, as co-stars of the CBS-TV situation comedy, *I Love Lucy* (Philip Morris). Other honor was as the best TV comedienne.

Best dramatic show was the NBC-TV *Robert Montgomery Presents* (Johnson Wax and American Tobacco Co.). NBC's *Your Show of Shows* (Lehn & Fink, Benrus, Griffin, Prudential, R. J. Reynolds, SOS) was named best variety program. Bishop Fulton J. Sheen, *Life Is Worth Living* (Admiral) on DuMont, was named the outstanding TV personality.

CBS-TV's *See It Now* (Alcoa) and *What's*

TELESTATUS®

Weekly TV Set Summary—February 16, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	19,404
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Bangor	WABI-TV	.....
Baton Rouge	WAFB-TV	.....
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,316,491
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	166,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, KBTV	117,299
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jackson	WJTV	.....
Jacksonville	WMBR-TV	95,100
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,490,829
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	17,500
Lynchburg	WLVA-TV	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	186,037
Miami	WTVJ	169,900
Milwaukee	WTMJ-TV	397,853
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	102,938
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	170,135
Peoria	WEEK-TV	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Pueblo	KDZA-TV	13,000
Richmond	WTVR	160,427
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	166,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAI-TV	126,227
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	20,000
Spokane	KHQ-TV, KXLY-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	222,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000
Youngstown	WKBN-TV	.....

Total Stations on Air 135* Total Markets on Air 85*

Total Sets in Use 20,956,390

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

In Maryland— Morning, Noon and Night— Most people watch WMAR-TV

Audiences preferred these Quarter-Hours in 1952*

DAYTIME
10:00 A.M. to 6:00 P.M.

WMAR-TV	Station A	Station B
1182	785	429

NIGHTTIME
6:00 P.M. to 12:00 Mid.

WMAR-TV	Station A	Station B
993	771	226

* *According to Jan.-Dec. 1952 A. R. B.*

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.
Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

XUM

My Line (Jules Montenier) were judged best public affairs and audience-quiz-panel programs, respectively. NBC-TV's *Dragnet* (Liggett & Myers) was picked as best mystery-adventure program. Paramount award was for *Time for Beany*, syndicated children's show. Jimmy Durante, of NBC-TV's *All-Star Revue* (Pet Milk, Johnson & Johnson), was called best comedian. Thomas Mitchell was selected as best actor and Helen Hayes as best actress.

Local award was given KLAC-TV Los Angeles for Liberace, pianist, as outstanding male artist and best entertainment program. Betty White, feminine personality, received an award as star in KLAC-TV's *Life With Elizabeth* (Sears, Roebuck). A tie occurred in the children's group. KNXT (TV) Los Angeles was given award for *Tim McCoy*. KNBH (TV) Los Angeles won with *Peanut Circus* (Circus Peanuts). English Channel swim coverage by KNBH was called best special event. KTLA (TV) Los Angeles' *City at Night* (Santa Fe Railway) was named as best public affairs program.

60 Million Persons Watched TV Inaugural

ABOUT 60 million persons in the U. S. saw Inauguration proceedings Jan. 20 some time during the five hours of telecasting between 11 a.m. and 4 p.m. EST, Hugh M. Beville Jr., NBC director of research and planning, reported last week.

Mr. Beville

Mr. Beville said this estimate is based on a special Trendex average-minute coincidental figures report representing 10 major TV markets with "maximum" competition. The figures show there were more TV sets in use (85% at one time or another) than for any other daytime telecast of major importance.

Virginia TV Count Change

COUNT of TV set saturation in Virginia, as recorded in April 1950 by the U. S. Census Bureau and first published in the Jan. 5 BROADCASTING • TELECASTING, contained transcribing errors in figures for Orange and Page Counties. The Orange County TV figures should have read: 3,290 homes reporting; 80 homes reporting TV sets; .02% with TV. Page County: 3,910 homes reporting; 75 homes reporting TV sets; .02% with TV.

Godfrey's 'Scouts' Climbs In January ARB Report

TOP VIDEO programs continue to be *I Love Lucy* with Lucille Ball and Arthur Godfrey's *Talent Scouts* and *Godfrey & Friends*, according to the January report of the American Research Bureau. *I Love Lucy*, No. 1 for the seventh consecutive month, exclusive of the summer hiatus period, also reached more homes than any other video show.

Mr. Godfrey's *Talent Scouts* reached more homes than ever before, and showed one of the highest ratings of the past year, ARB reports. Firm terms the results particularly significant because the show is carried in only 23 markets and available to only 64% of the nation's set total. *Lucy*, however, reaches 98.7% of the video audience, and *Comedy Hour* goes to 99.9%.

ARB listings of the top 10 programs and the homes reached follow, covering the week of Jan. 6 through 12.

	Program	Rating
1	I love Lucy (CBS)	68.2
2	Talent Scouts (CBS)	61.5
3	Godfrey & Friends (CBS)	52.9
4	You Bet Your Life (NBC)	50.6
5	Star Theatre (NBC)	50.1
6	Dragnet (NBC)	48.6
7	Show of Shows (NBC)	43.8
8	What's My Line? (CBS)	41.6
9	Comedy Hour (Abbott & Costello) (NBC)	40.0
10	Fireside Theatre (NBC)	39.8
	Our Miss Brooks (CBS)	39.8

	Program	Homes in Millions (add 000)
1	I Love Lucy (CBS)	14,270
2	Godfrey & Friends (CBS)	11,170
3	You Bet Your Life (NBC)	10,350
4	Show of Shows (NBC)	9,370
5	Dragnet (NBC)	9,290
6	Star Theatre (NBC)	8,900
7	Comedy Hour (Abbott & Costello) (NBC)	8,480
8	Talent Scouts (CBS)	8,290
9	Fireside Theatre (NBC)	8,120
10	What's My Line? (CBS)	7,550

New York State Leads 1952 Video Set Shipments

NEW YORK state led the nation last year in shipments of TV sets to dealers, with 736,956 receivers shipped compared to second-place California, 577,186 receivers, according to Radio-Television Mfrs. Assn.

Shipments for the nation totaled 6,174,505 sets in 1952 compared to 5,095,563 the year before. During December RTMA estimated that 965,891 TV sets were shipped to dealers compared to 680,141 for the same month of 1951.

TV set shipments to dealers by states for the entire year 1952 follow:

State	Total
Alabama	75,311
Arizona	25,141
Arkansas	16,394
California	577,186
Colorado	98,216
Connecticut	126,876
Delaware	19,756
D. C.	60,989
Florida	97,232
Georgia	109,508
Idaho	1,452
Illinois	348,412
Indiana	220,355
Iowa	106,571
Kansas	38,916
Kentucky	83,254
Louisiana	65,048
Maine	11,022
Maryland	109,389
Massachusetts	344,688
Michigan	362,525
Minnesota	88,608
Mississippi	24,460
Missouri	161,736
Montana	193
Nebraska	52,862
Nevada	111
New Hampshire	22,706
New Jersey	242,864
New Mexico	9,425
New York	736,956
North Carolina	122,685
North Dakota	338
Ohio	462,010
Oklahoma	101,056
Oregon	44,413
Pennsylvania	531,021
Rhode Island	37,508
South Carolina	30,781
South Dakota	1,574
Tennessee	77,596
Texas	290,941
Utah	38,554
Vermont	7,311
Virginia	112,652
Washington	111,379
West Virginia	68,656
Wisconsin	95,361
Wyoming	2,507
Grand Total	6,174,505

Format Frequency

MOST frequent program types telecast during January were quiz-audience participation, drama, mysteries, news, and daytime variety shows, accounting for one-half the total TV time, according to The Pulse. Top 10 program types for the period, as reported by The Pulse, follow:

	Avg. Rtg.
Comedy variety	29.2
Comedy situation	21.8
Talent	21.6
Drama & Mysteries	19.6
Boxing	19.2
Westerns & Serials	15.9
Music	14.0
Musical variety	13.9
Kid shows	11.6
Quiz-Audience participation	9.9

Godfrey, Amos 'n' Andy Top Nielsen Radio Ratings

TOP radio programs for the week of Jan. 4-10, as indicated by the A. C. Nielsen Co. listings, showed *Amos 'n' Andy* as the leading weekly evening show in number of homes reached. Commentator Lowell Thomas' show led the evening multi-weekly programs.

Heading weekday programs was Arthur Godfrey (Nabisco). *Stars Over Hollywood* and *True Detective Mysteries* were top Saturday and Sunday Shows, respectively. Listings follow:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS

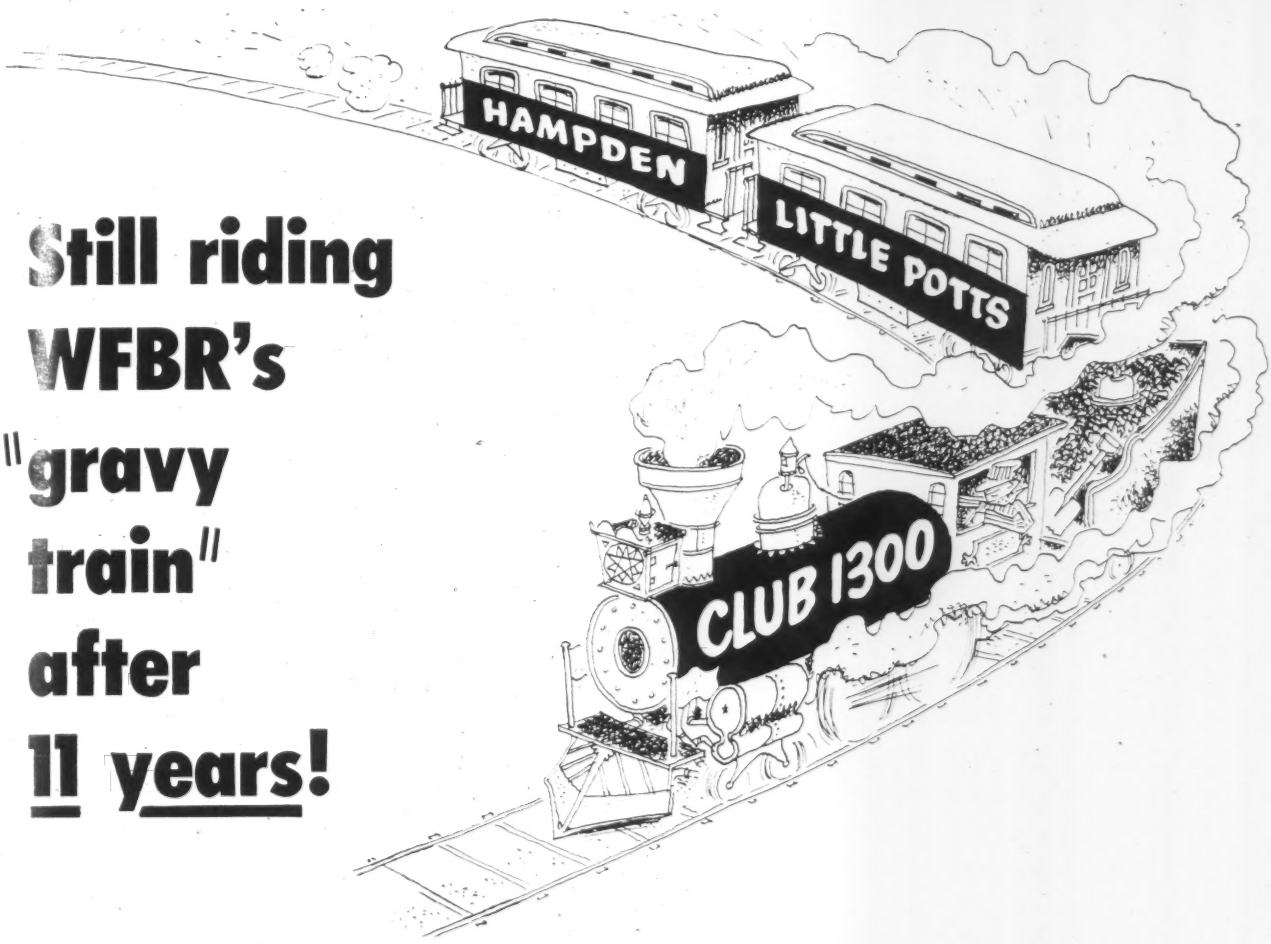
Regular Week January 4-10, 1953—Nielsen-Rating*

Rank	Program	Homes Reached (2,864)
EVENING, ONCE-A-WEEK (Average For All Programs)		
1	Amos 'n' Andy (CBS)	6,892
2	Jack Benny (CBS)	6,265
3	Lux Radio Theatre (CBS)	6,265
4	Charlie McCarthy Show (CBS)	6,041
5	People Are Funny (CBS)	5,549
6	Our Miss Brooks (CBS)	4,565
7	Life With Luigi (CBS)	4,475
8	Suspense (CBS)	4,475
9	You Bet Your Life (NBC)	4,296
10	My Little Margie (CBS)	4,162
EVENING, MULTI-WEEKLY (Average For All Programs)		(1,566)
1	Lowell Thomas (CBS)	2,775
2	One Man's Family (NBC)	2,685
3	Club 15 (CBS)	2,596

Rank	Program	Homes Reached
WEEKDAY (Average for All Programs)		(2,059)
1	Arthur Godfrey (Nabisco) (CBS)	3,714
2	Arthur Godfrey (Liggett & Myers) (CBS)	3,535
3	Romance of Helen Trent (CBS)	3,446
4	Our Gal, Sunday (CBS)	3,312
5	Arthur Godfrey (Toni) (CBS)	3,222
6	Aunt Jenny (CBS)	3,222
7	Arthur Godfrey (Pillsbury) (CBS)	3,088
8	Wendy Warren and the News (CBS)	2,993
9	Pepper Young's Family (NBC)	2,998
10	Ma Perkins (CBS)	2,954
DAY, SUNDAY (Average For All Programs)		(1,164)
1	True Detective Mysteries (MBS)	2,327
2	New York Philharmonic (CBS)	1,969
3	Shadow, The (Sylvania) (MBS)	1,880
DAY, SATURDAY (Average For All Programs)		(1,298)
1	Stars Over Hollywood (CBS)	2,540
2	Theatre of Today (CBS)	2,417
3	Fun For All (CBS)	2,103

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company



Still riding WFBR's "gravy train" after 11 years!

Little Potts Furniture Store and Hampden Rug Cleaners —two of Baltimore's most astute advertisers—are still riding high after 11 years on Club 1300!

Most of the advertisers on Club 1300 have been on for over 5 years—many for 8, 9 and 10 years—and two have been there since Club 1300 went on the air, 11 years ago!

Many success stories have been written by WFBR advertisers, both local and national, who have used Club 1300 alone in the Baltimore market!

And Club 1300 is typical of many WFBR home-grown participating shows. Shows like Morning in Maryland, Melody Scoreboard, Every Woman's Hour, Melody Ballroom, Shoppin' Fun and others—can chalk up successful sales mileage for you.

Want to ride on our gravy train? Ask your John Blair man or write, wire or phone

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Stolkin Interests Sell RKO Control to Hughes

A NEW chapter in the career of Ralph E. Stolkin was written last week as the Chicago millionaire and three associates returned controlling interest in RKO Radio Pictures Inc. to west coast industrialist Howard Hughes.

Decision to return the stock (1,013,420 shares) came after a conference between Mr. Stolkin and Edward Burke Jr., his associate in one time stock holdings in KOIN Portland, Ore., and KJR Seattle, Wash., until their resignations from top posts in RKO last fall [B•T, Oct. 27, 1952].

"We have no interest in owning the stock unless we can have management of RKO," Mr. Stolkin said, noting he and his associates had been minority stockholders since October. Mr. Stolkin had been described as vice president of National Video Corp., Chicago, and identified with Screen Assoc. Inc., Hollywood.

As of last week, the Stolkin group owed Mr. Hughes, RKO board chairman, about $5.25 million, and is expected to pay this week $37,000 interest due from Dec. 15.

Film Sales

Completion of 63 sales of programs during Jan. 14-28 period was announced last week by **Peter M. Robeck,** general manager of **Consolidated Television Sales,** New York. He noted a trend for stations to purchase more than one filmed TV program at a time for showing on local level.

* * *

Series of eight 60-second film commercials in the form of human interest playlets has been prepared by **Sarra Inc.,** New York and Chicago, for the **Society for Savings,** Cleveland, Ohio. Commercials were produced through **The Griswold-Eshleman Co.,** bank's advertising agency, with James Pritchard, agency president, and Walter F. Meads, account executive, supervising production in Sarra's Chicago studios.

* * *

National Health Aids Inc., Baltimore, Md. (NHA Vitamin Complex, Fastabs), has renewed a half-hour TV film on **WGN-TV** Chicago, Sunday, for 13 weeks, effective Jan. 20. Agency is **Television Advertising Assoc.,** same city. **Chrysler Dealers of Chicago** Feb. 1 start a half-hour film, Sunday, also on WGN-TV, for 52 weeks. Agency is **McCann-Erickson.**

Availabilities

Demby Production Inc., New York, announces that *What's Playing?,* TV program of complete scenes (not coming attractions) from new motion pictures, will be made available on a national basis. It has been running for the past 39 weeks over **WJZ-TV** New York.

Distribution

Station Distributors Inc., New York, has acquired distribution rights to the 52 half-hour film segments of *The Ruggles,* family comedy series starring **Charles Ruggles.** The package is owned by Television Productions, Hollywood. To date, the show has been sold in 11 markets: Los Angeles, San Francisco, Denver, Albuquerque, Chicago, Lubbock, Indianapolis, Amarillo, Honolulu, Boston and Kalamazoo.

* * *

Screen Gems Inc., New York, has acquired distribution rights to *Professor Yes 'n' No,* quarter-hour open-end film quiz show in which the audience participates for prizes. Contract was negotiated by **John H. Mitchell,** vice president in charge of sales for Screen Gems, and **Allan Trench** of **Tragborn Productions Inc.,** Pittsburgh, producer of the series.

Production

Jack Denove Production, Hollywood, is filming 20 quarter-hour, two half-hour and 30 one-minute TV films for **The Christophers,** society headed by **Father James Keller.** Quarter-hour programs, distributed under title *What One Person Can Do.*

* * *

Volcano Productions, Hollywood, is completing a half-hour pilot film for **NBC** in network's proposed TV version of its radio program, *The Chase.* Using a suspense-adventure format, each succeeding film will utilize a different cast.

Film People

Ilo Harvey appointed assistant manager of **Consolidated Television Sales** East Coast Office in N. Y.

* * *

Michael Nidorf, talent manager and former partner in General Artists Corp., elected vice president of **Official Films Inc.,** New York.

* * *

Dwight W. (Bill) Whiting, sales manager of **KTTV (TV)** Los Angeles, joins **Consolidated Television Sales** as western sales manager.

* * *

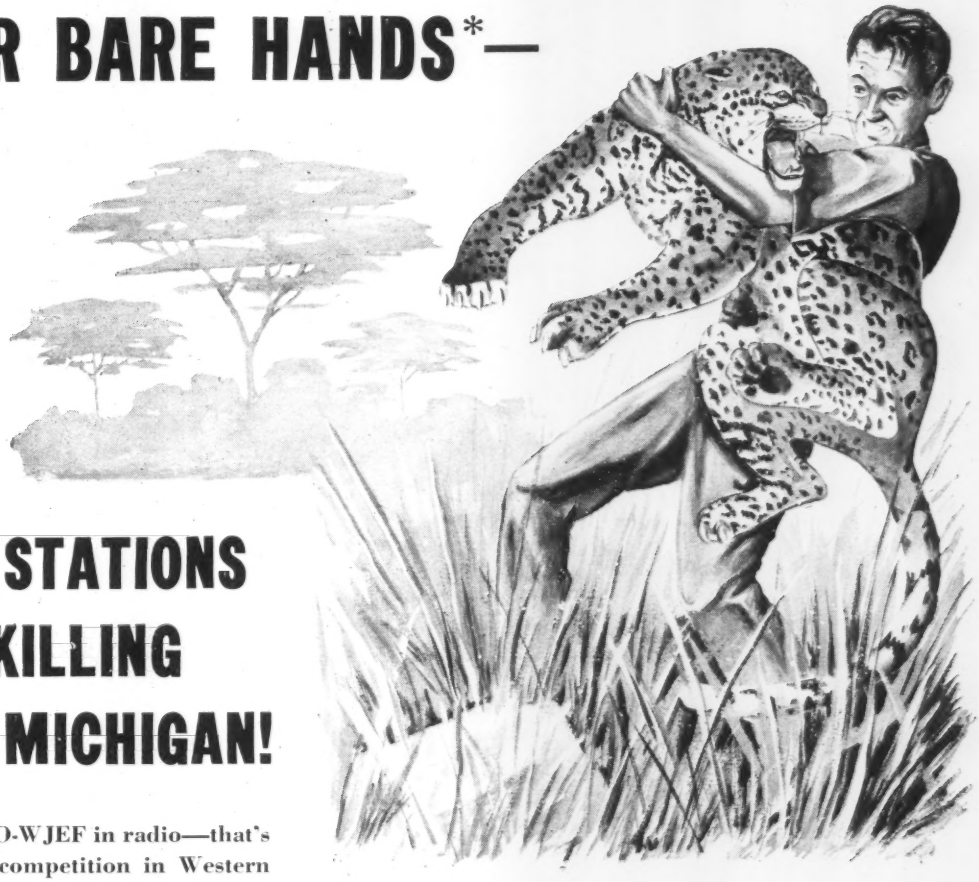
Philip Lepinsky, formerly with Fleischer Studios, New York, and Jam Handy, Detroit (TV film production), appointed director of new animation department at **Filmack Trailers Inc.,** Chicago.

Did you know that every week-day afternoon, one of every three families listening to *any* Milwaukee Radio Station is tuned to WMIL* or one other independent?

So says Hooper.

* *Represented by Forjoe*

YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—



BUT...

YOU NEED THE FETZER STATIONS TO MAKE A KILLING IN WESTERN MICHIGAN!

WKZO-TV in television, WKZO-WJEF in radio—that's the easiest way to choke off competition in Western Michigan.

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its bright Channel 3 picture is received by a quarter million Western Michigan and Northern Indiana television homes—a 28-county market with a Net Effective Buying Income of more than $2,000,000,000. And here's the stopper: The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—213.4% *more evening viewers!*

RADIO: You'll look a long time before you'll find two more obvious radio buys than WKZO, Kalamazoo, and WJEF, Grand Rapids. Both are far ahead of all competition. Together, they deliver 57% more Kalamazoo and Grand Rapids listeners than the second-best two-station combination in the two cities. It's the same story in rural areas. The 1949 BMB Report credits WKZO-WJEF with big increases over 1946 in unduplicated audiences—*up 52.9% at night, 46.7% in the daytime*—and there's every reason to believe similar increases have occurred since.

It will pay you to get the whole Fetzer story. Ask your Avery-Knodel man for all the facts, or write direct.

* *On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

XUM

PROGRAM SERVICES

ASCAP-Broadcaster Problems May Be Resolved This Year

PRESENT differences between TV broadcasters and ASCAP over proper terms of payment for per-program licenses to telecast ASCAP-licensed music may be settled this year.

There are two important reasons why 1953 may be the year of decision for a problem that has been unsolved for nearly five years: First, it is anticipated that before the year is out the Federal District Court in New York will act on the petition filed in July 1951 by 55 TV station operators, who after nearly two years of negotiations with ASCAP failed in agreement, asked the court to set a fair and reasonable fee, under the terms of ASCAP's 1941 consent decree. ASCAP's counter petition to have the consent decree amended to remove the obligation to issue per-program licenses, which will be heard first, would, if approved by the court, settle the problem by eliminating it.

Second, ASCAP's blanket licenses for TV, accepted by the video networks and a number of individual stations, will expire Dec. 31, 1953. In the negotiations for new licenses it is expected that the TV broadcasters will attempt to work out an overall deal that would remove the need for court action.

Promotion on Local Level For Ziv's Lombardo Show

EXTENSIVE local promotional campaigns are planned by sponsors of the Frederic W. Ziv Co.'s Guy Lombardo radio program as tie-ins with Mr. Lombardo's nationwide band tour which started yesterday (Sunday) and continues through late April.

Ziv said that nearly 150 local sponsors already have signed for the show. Typical of local promotional support, according to Ziv, is the plan of the Lynchburg (Va.) Coca-Cola Bottling Works to use three radio spots daily and large tune-in ads for three straight days, including the day of the program, and to circulate the Tune Club booklets published by Ziv.

The booklets, distributed free to all sponsors, are designed to aid listeners in identifying the mystery medley, and thereby win Gruen watches. Gruen has made available $2,500 worth of watches to each sponsor.

Columbia Promotes Carlson

COLUMBIA Records Inc. has announced the promotion of Alden O. Carlson, senior sales representative with Transcription Div., to division general manager, post recently vacated by Robert Clarkson [B•T, Feb. 9]. Mr. Carlson joined Columbia's transcription sales staff in 1942.

MISCELLANEOUS

George F. Foley Inc., N. Y., radio-TV program production firm, has moved its offices from 9 E. 45th St., to 625 Madison Ave. Phone number has been changed to Plaza 1-1860.

Frank Cooper Assoc., Hollywood, talent agency and program packager, moves to 6277 Selma Ave. Telephone is Hillside 2297.

William B. White Agency, Beverly Hills, talent agency and program packager, moves to 332 S. Beverly Dr. Telephone is Crestview 4-6301.

Phil Davis Musical Enterprises, N. Y., assigned by Brooke, Smith, French & Dorrance to create one radio and one TV commercial for Goebel beer.

TRADE ASSOCIATIONS

NEW OFFICERS of Montana Radio Stations Inc. meet after a one-day session in Butte where more than 100 persons, representing 24 of the state's 25 stations, attended. L to r are: Norm Penwell, KBMN Bozeman, re-elected secretary-treasurer; Ed Cooney, KOPR Butte, retiring president; Ken Nybo, KBMY Billings, new president, and Ian Elliott, KRFJ Miles City, vice president. At the business session, stations adopted a resolution supporting the Horan Bill, which would exempt stations from libel liability in political broadcasts. Art Mosby of KGVO Missoula led a discussion on copyrights.

BAB and BMI Will Sponsor Field Clinics Jointly

Broadcasters will save time attending 42 rather than 86 local work sessions.

INTEGRATED series of two-day sales and program clinics will be held under the joint auspices of BAB and BMI during the seven-week period starting May 25, it was announced today (Mon.) by Carl Haverlin, BMI president, and William B. Ryan, president of BAB [CLOSED CIRCUIT, Feb. 9].

Designed to save time for broadcasters and their staffs, the 42 joint clinics planned for this year will replace 86 such meetings held in 1952, when each organization conducted 43 clinic sessions. Tie-up is a natural one, and, as the joint statement points out, it is "impossible" to think of programming without thinking of sales and vice versa. "The basis of successful radio management is the thoughtful coordination of both programs and sales," both groups believe.

Commenting on the decision to continue the BMI program clinics, NARTB President Harold E. Fellows said: "We're glad BMI is going to continue them this year. NARTB looked into the possibility of producing such program clinics this year, but we are not geared to do them in the fashion to which broadcasters have become accustomed through the good work of Carl Haverlin and his crew. As a step in the direction of minimizing the number of meetings which broadcasters must attend, I am happy to learn that BMI is integrating its clinics with the BAB sales clinics."

BAB's part of the combined clinics will be planned "to provide those in attendance with not only a well laid-out plan for selling in today's competitive market, but also with an insight into many categories of potential business that heretofore have been neglected," Mr. Ryan said.

BMI, according to Mr. Haverlin, will again this year present "forums in which top program brains may interchange program ideas before the widest possible audience of working broadcasters. We hope to make the program clinics and the bull sessions, in which all who attend may participate, even better than before," he said.

Plan was discussed by the BMI board at its annual meeting at Belleair, Fla., Feb. 8-9-10. NARTB, which will operate at the management level at its district meetings, formally endorsed the joint BMI-BAB plan.

Three of BMI's 14 directors were excused from the meeting. Absent were Joseph H. Baudino, Westinghouse; Herb Hollister, KBOL Boulder, Colo., and Herbert V. Akerberg, CBS New York. Attending were Carl Haverlin, president; Sydney M. Kaye, vice president and general counsel; NARTB Board Chairman Justin Miller; NBC Vice President William S. Hedges; Raymond Diaz, ABC; James E. Wallen, MBS; Paul W. Morency, WTIC Hartford; J. Harold Ryan, Storer Broadcasting Co.; J. Leonard Reinsch, James M. Cox stations; Leonard Kapner, WCAE Pittsburgh; John Elmer, WCBM Baltimore.

BMI staff members who reported included Charles Wall, BMI vice president in charge of finance; Robert Burton, vice president in charge of publisher relations and secretary; Jean Geiringer, vice president in charge of foreign relations.

Madsen Is Elected

Mr. Madsen

ARCH L. MADSEN, general manager of KOVO Provo, Utah, was elected president of the Utah Broadcasters Assn. at a meeting Jan. 26 at Salt Lake City's Newhouse Hotel. The picture inadvertently run in a story on the UBA meeting and election [B•T, Feb. 2] was of E. F. Peffer, president of KGDM Stockton, Calif.

SMPTE Shifts TV Sessions

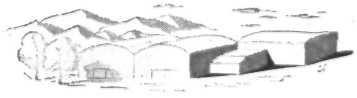
TO avoid calendar conflict with the NARTB convention in Los Angeles April 29-May 2, the Society of Motion Picture and Television Engineers has shifted the TV sessions of its 73d semiannual convention to April 30-May 1. Ordinarily the TV technical papers and demonstrations are presented the first days of the SMPTE convention, scheduled in Los Angeles' Statler Hotel April 27-May 1.

"The Big News in TV is UTP in '53"

Custom-tailored or ready-made—now, with its own production facilities, UTP stands ready to serve all your TV film needs.

In addition to twelve top "packaged" shows for the local buyer, *UTP now has its own huge Hollywood studio* to "custom-produce" films of any type for the discriminating regional or network buyer.

And the important thing about UTP's complete new production set-up is that it's operated by men who best know the problems of maintaining high-quality film production on a moderate budget, and are equally familiar with the problems of the advertiser.



HEART OF THE CITY (Big Town) — Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Featuring reporters Steve Wilson and Lorelei.

DOUBLE PLAY (With Durocher and Day) — Baseball's "Royal Family" presents guests from the Sports World's "Who's Who" in lively, informal quarter-hour sessions. 39 quarter-hours.

OLD AMERICAN BARN DANCE — Twenty-six half-hours starring famous National Dance entertainers . . . Pee Wee King, Tennessee Ernie, others. Terrific commercial corn! Produced by Kling-United.

WASHINGTON SPOTLIGHT — Unique quarter-hour panel show featuring Marquis Childs and important Washington personalities. Timely, topical . . . a new show released each week.

COUNTERPOINT (Rebound) — Bing Crosby Enterprises' series of 26 dramatic half-hour suspense shows. A national award winner with tremendous adult appeal.

HOLLYWOOD OFF-BEAT — Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth supported by well-known Hollywood names.

STUDIO TELESCRIPTION LIBRARY — Featuring Peggy Lee, June Valli, King Cole trio, Mel Torme and 150 other stars in a library of all-time favorites, plus monthly "refresher" tunes. Versatile, flexible, adaptable to any programming need.

ROYAL PLAYHOUSE (Fireside Theatre) — The highest rated dramatic film program in its first run as "Fireside Theatre." 52 outstanding half-hours, produced by Bing Crosby Enterprises.

PLUS THESE OTHER ATTRACTIVE PACKAGES: Sleepy Joe, delightful half-hours for kids; The Chimps, unique quarter-hours starring "Bonzo".

United Television Programs, Inc.

360 N. MICHIGAN AVENUE • CHICAGO • CEntral 6-0041
444 MADISON AVENUE • NEW YORK • PLaza 3-4620
140 N. LA BREA AVENUE • HOLLYWOOD • WEbster 8-9181

FIRST AGAIN!

1951 . . . First in the Financial Classification

1952 . . . First in the Automotive Classification

KSWO is the ONLY RADIO STATION ever to win TWO FIRST PLACE AWARDS in the BAB "Radio Results" Contest.

KSWO got results in 1952 for these National Advertisers, too:

Admiral Corp.
American Chicle
Ball Bros. Co.
Boyer Laboratories
Bristol-Myers
Carter Products
Chamberlain Sales Corp.
Colgate-Palmolive-Peet
Colorado Peach Growers
Equitable Life Assurance
Evangelistic Assn., Inc.
Falstaff Brewing Corp.
Folger Coffee Co.
Ford Motor Co.
General Foods
General Mills
General Motors
Gillette
Gooch Mills
Goodyear Tire & Rubber
Gospel Broadcasting Assn.
Griesedieck Western Brewery
Gruen Watch Co.
Gulf Oil Corp.
H. J. Heinz Co.
Hotpoint, Inc.
Hudson Motor Co.
Hulman & Co.
Kellogg Company
Lambert Pharmacal
Lever Brothers Co.
P. Lorillard
Lutheran Laymens League
Mentholatum Co.
Nutrena Mills
O'Cedar Corp.
Penick & Ford
Pharmaco, Inc.
Philco Corp.
Philip Morris
Procter & Gamble
Prudential Ins.
Ralston Purina
R. J. Reynolds
Seeman Brothers
Stanley Products
Sterling Drug
Swift & Co.
Texas Co.
Toni Co.
Union Oil of Calif.
Warner-Hudnut

ABC KSWO 1000 watts

LAWTON, OKLAHOMA

Oklahoma's Third Largest Market

Represented Nationally by O. L. Taylor Co.

AFFILIATES GROUP WILL CONTINUE

GOVERNING committee of the All-Industry Radio Affiliates Committee, at a meeting Feb. 7 at Belleair, Fla., agreed to continue the organization until the NARTB convention in Los Angeles next April, at which time a decision will be reached on permanent organization.

Paul W. Morency, WTIC Hartford, chairman, announced after the session that the committee will report to the general membership at a session scheduled for 3:30 p.m., April 28, during the NARTB sessions. A proposal then will be made for the continuation of the organization, created in 1951 to combat deterioration of the rate structure in radio. The organization was formed spontaneously during the Chicago NARTB convention, immediately after announcement by CBS that it would adjust night-time rates downward.

Mr. Morency has agreed to remain head of the organization "until the Los Angeles meeting only," it was announced. Some thought has been given to a revised organization plan whereby independently organized station and advisory planning committees of the networks would constitute the nucleus of the Radio Affiliates Committee.

Attending the Belleair session, in addition to Mr. Morency, were Clair R. McCollough, Steinman Stations, vice chairman; G. Richard Shafto, WIS Columbia, S. C.; Leslie C. Johnson, WHBF Rock Island, Ill.; Robert D. Swezey, WDSU New Orleans, and Ben W. Strouse, WWDC Washington.

VOD Contest Winners Begin Tours in D. C.

FOUR high school students, winners of the sixth annual Voice of Democracy Contest, last Thursday started a weeklong series of tours, broadcasts, meeting with President Eisenhower, telecasts and a trip to Colonial Williamsburg, Va.

The four winners are Frank Lammedee, San Marino, Calif.; Thomas J. Walsh, Washington, D. C.; Robert Davis, Maui, Hawaii; Adelaide Nacamu, Peekskill, N. Y. [B•T, Feb. 9].

Scholarships for $500, radio-TV consoles and certificates will be presented to the young people Wednesday at the annual VOD luncheon at the Mayflower Hotel, Washington.

The annual competition is sponsored jointly by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce, with endorsement of U. S. Office of Education and National Assn. of Secondary School Principals.

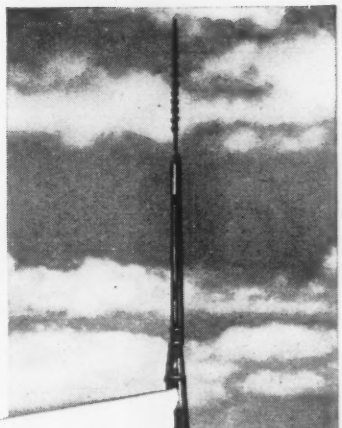
Public Relations Meet March 1

JOHN H. SMITH Jr., National Assn. of Radio and Television Broadcasters, is a member of the convention committee which is planning the 8th annual conference of the American Public Relations Assn. in Washington, D. C., March 1-3 at the Mayflower Hotel.

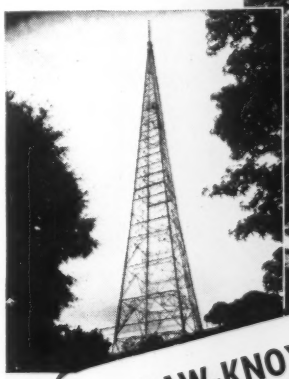
ABA Convenes March 15-16

ANNUAL spring membership meeting of the Arkansas Broadcasters Assn. will take place March 15-16 at the Marion Hotel in Little Rock. Equipment manufacturers and distributors have been invited by the board of directors to attend the meeting, for which registration begins at noon Sunday, March 15.

Designs Unlimited



WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.



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XUM

FCC GRANTS 17 NEW TV STATIONS PERMITS

Clearing station applicants for TV channels at a fast clip, FCC last week came close to breaking the record number of grants for a single week.

GRANTING applications for 6 vhf and 11 uhf new TV stations last week, FCC came close to beating the record number of 18 grants it made last July [B•T, July 14, 1952]. The 17 total was most FCC has made in any one week following the lifting of the TV freeze.

One of the permits was the first to be awarded an applicant comprising a merger of two AM stations in the same city. Uhf Ch. 47 was granted to Macon Television Co., owned by WBML and WNEX, competing outlets at Macon, Ga. (see story page 55).

Another permit—that for vhf Ch. 10 at Columbia, S. C., to WIS-TV Corp. — was granted just a week after the application was tendered [B•T, Feb. 9]. WIS-TV Corp. is owned 85% by principals in WIS and 15% by a group withdrawing from WMSC Columbia.

New uhf Ch. 29 grantee at Dallas, Tex., is KLIF there, owned by Barton R. and Gordon R. McLendon, principals in the former "fifth" radio network, Liberty Broadcasting System.

FCC dropped down its Group A-2 priority list (cities without any TV service) to No. 236 (Midland, Tex.; 1950 population: 21,713).

The Commission got as far as Oklahoma City, Okla., No. 194 in the Group B list, making two grants there.

Total number of TV stations now authorized in the U. S. and its territories is 355, of which 182 are vhf and 173 uhf. The total includes 2 vhf and 12 uhf permits for noncommercial educational stations.

New grants made last Wednesday and Thursday were:

Wheeling, W. Va. (City priority Group A-2, Number 31)—Polan Industries (permittee for WPTV [TV] Ashland, Ky.), granted construction permit for uhf Channel 51, effective radiated power 24 kw visual and 13.5 kw aural, antenna height above average terrain 170 ft.

Columbia, S. C. (Group A-2, No. 37)—WIS-TV Corp. (WIS), granted vhf Ch. 10, ERP 265 kw visual and 160 kw aural, antenna 630 ft.; subject to condition that stockholders who have interest in WMSC Columbia divest themselves of that interest.

Portland, Me. (Group A-2, No. 45)—Portland Telecasting Corp. (WLAM), granted uhf Ch. 53, ERP 22.5 kw visual and 12 kw aural, antenna 330 ft.

Macon, Ga. (Group A-2, No. 54)—Macon Television Co. (WBML and WNEX), granted uhf Ch. 47, ERP 100 kw visual and 55 kw aural, antenna 500 ft. Comrs. Rosel Hyde and E. M. Webster dissented and issued separate statements; Comrs. George Sterling and Eugene Merrill issued separate concurring statements.

Eugene, Ore. (Group A-2, No. 124)—W. Gordon Allen (licensee of KGAE [AM], Salem, Ore.), granted uhf Ch. 20, ERP 19.5 kw visual and 11 kw aural, antenna 300 feet.

Parkersburg, W. Va. (Group A-2, No. 169)—West Virginia Enterprises Inc. (Frank, Helen and Ben Baer, 32.5% owners of WTBO Cumberland, Md.), granted uhf Ch. 15, ERP 19 kw visual and 10 kw aural, antenna 580 ft.

Rome, Ga. (Group A-2, No. 170)—Coosa Valley Radio Co. (WROM), granted vhf Ch. 9, ERP 2.9 kw visual and 1.45 kw aural, antenna 720 ft.

Beloit, Wis. (Group A-2, No. 172)—Beloit Bcstg. Co. (WGEZ), granted uhf Ch. 57, ERP 21 kw visual and 11 kw aural, antenna 230 ft.

Eureka, Calif. (Group A-2, No. 220)—Redwood Bcstg. Co. (KIEM), granted vhf Ch. 3, ERP 17.5 kw visual and 9.3 kw aural, antenna 110 ft.

Gulfport, Miss. (Group A-2, No. 226)—WGCM Television Corp (WGCM), granted uhf Ch. 56, ERP 21.5 kw visual and 11.5 kw aural, antenna 300 ft.

Minot, N. D. (Group A-2, No. 232)—Rudman Television Co. (50% owner of new TV station in Billings, Mont.), granted vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft.

Minot, N. D. (Group A-2, 232)—North Dakota Bcstg. Co. (KCJB), granted vhf Ch. 13, ERP 29.5 kw visual and 15 kw aural, antenna 420 ft.

Midland, Tex. (Group A-2, No. 236)—Permian Basin Television Co. (Video Independent Theatres Inc.), granted vhf Ch. 2, ERP 50 kw visual and 25 kw aural, antenna 1,010 ft.

Dallas, Tex. (Group B-2, No. 155)—Trinity Bcstg. Corp. (KLIF), granted uhf Ch. 29, ERP 50 kw visual and 25 kw aural, antenna 490 ft.

St. Louis, Mo. (Group B-4, No. 179)—Missouri Bcstg. Corp. (WIL), granted uhf Ch. 42, ERP 79 kw visual and 46 kw aural, antenna 490 ft.

Oklahoma City, Okla. (Group B-4, No. 194)—Oklahoma County Television & Bcstg. Co. (KWCO Chickasha, Okla.), granted uhf Ch. 25, ERP 17.5 kw visual and 9.5 kw aural, antenna 500 ft.

Oklahoma City, Okla. (Group B-4, No. 194)—KLPR Television Inc. (KLPR), granted uhf Ch. 19, ERP 91 kw visual and 49 kw aural, antenna 580 ft.

WCCO-AM-TV Hosts To Washington VIP's

SEVENTH annual Congressional dinner was held Feb. 9 by WCCO-AM-TV Minneapolis at the Hotel Statler, Washington, D. C. Top station executives were hosts.

Guests lists at the Monday dinner was broadened beyond the Minnesota delegation to include legislators from Iowa, Wisconsin, North Dakota and South Dakota. Thirty-one guests took part.

NFL Suit Resumes Feb. 24 With Defense Presentations

TRIAL of the government's antitrust case against the National Football League is scheduled to resume Feb. 24 in Philadelphia, with the defense to start presentation of evidence that restrictions against radio-TV coverage of games were not unreasonable restraint of trade.

The Dept. of Justice completed its case last Monday, having consumed nine court days [B•T, Feb. 9, 2] in presenting evidence.

Judge Allan K. Grim, of the U. S. District Court (Eastern Pa.), refused to dismiss the suit as requested Tuesday by Bernard I. Nordlinger, chief defense counsel.

The football league contended there is no interstate commerce involved and any restrictions on radio-TV were reasonable.

W. Perry Epes, government counsel, pressed the argument that economic justification is not an excuse for violating Sherman antitrust laws, whether it be professional football, baseball or any other business. Asked by Judge Grim if it made any difference whether TV killed professional football, Mr. Epes said, "Legally the result is irrelevant."

Judge Grim replied, "Then it is a matter of discretion with the Dept. of Justice whether it wants to bring a case or not regardless of the ultimate result." This brought from Mr. Epes the answer that the economic effect has nothing to do with it.

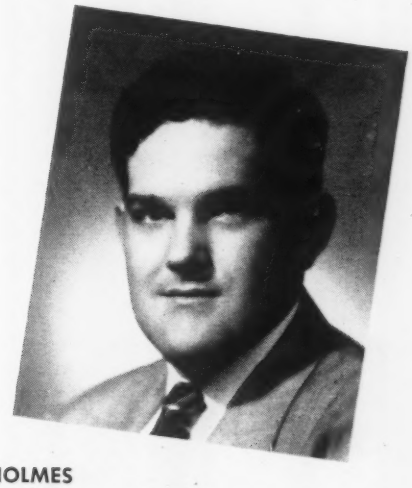
Mr. Nordlinger argued that the government "did not substantiate the fact that the NFL conspired to obstruct or interfere with interstate commerce." He said the NFL's main business is to sell tickets to football games, not radio and TV rights, adding these rights were not a source of substantial profit.

Final government witness last Monday was Gordon McLendon, president of the defunct Liberty Broadcasting System. Mr. McLendon, replying to a question from Judge Grim, said he felt radio has not hurt professional football but has created more interest in the game, as well as other sports. Under defense questioning, Mr. McLendon said he had tried to buy stock in the Dallas team, loaning $12,500 to Giles Miller and Curtis Sanford, two Texas businessmen until he could get league approval to be a stockholder.

POWER BOOST at WCCO-TV Minneapolis was activated from Washington, D. C., where Sens. E. J. Thye (R-Minn.) and Hubert H. Humphrey (D-Minn.) pressed key during station's annual dinner to Congressmen and Senators in its service area. L to r: Cedric Adams, WCCO newsman; Sen. Thye; William J. McNally, chairman of board; Sen. Humphrey; Robert B. Ridder, president; F. Van Konynenburg, vice president and general manager.

KLRA

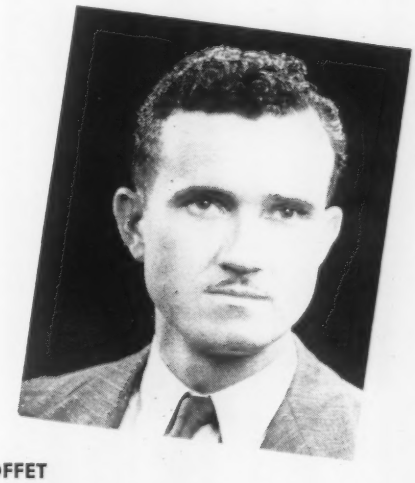
FURTHER EXPANDS ITS SERVICE TO 182,429 ARKANSAS FARMERS



JOHN R. HOLMES
KLRA Farm Service Director

WHEN, in March of 1951, KLRA added John R. Holmes to its staff as Farm Service Director, it took a long step forward in service to the farm folks of Arkansas. Johnnie became the first and only full-time Farm Reporter operating in Arkansas. Now, to further expand KLRA service, and to cover Arkansas farm news more completely, KLRA is pleased to make this announcement:

JIM MOFFET, a January, 1953, graduate of the University of Arkansas College of Agriculture, has joined our staff as Johnnie's assistant. John and Jim will cover all important farm meetings, sales, demonstrations, fairs, and will visit important farm improvement programs all over the state. A new concept of Farm Service is being instituted by KLRA in the early morning period.



JIM MOFFET
KLRA Assistant Farm Service Director

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY MAN WILL GIVE YOU COMPLETE DETAILS!

WOODland! AM

WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY

WOOD	72,014 Families
Network Station No. 2	47,954 Families
Network Station No. 3	34,712 Families
Independent Station No. 1	26,773 Families
Independent Station No. 2	19,540 Families

NIGHT

WOOD	56,862 Families
Network Station No. 2	35,824 Families
Network Station No. 3	29,628 Families
Independent Station No. 1	Daytime Only
Independent Station No. 2	Daytime Only

Not only is WOOD top dog in circulation; the *cost per thousand* story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

GOVERNMENT

Fate of Theatre TV Hearings Uncertain

WHAT happens to theatre TV hearings from now on rests with FCC, following last week's oral argument on questions propounded by the Commission three weeks ago [B•T, Feb. 2]. Chairman Paul A. Walker recessed the hearings until further notice after a one-day session last week.

In seeking to clarify the issues and clear up some "inconsistencies in testimony," the Commission enumerated eight points on which it sought clarification. In the notice of those points, the Commission said that it would decide whether to continue the hearings.

In any event, the hearings cannot be resumed before March 2. The Commission is tied up this week with other business, and next week, Feb. 23 and 24, is scheduled to hear seven oral arguments.

FCC Queries

Three weeks ago, the Commission ordered theatre-TV proponents to answer questions which it considered necessary to the proceeding's continuance. Specifically, more information was asked as to what kind of allocation was being requested, what the nature and cost of programs would be, and why theatre TV could not fit into the already existing common carrier allocations.

Presenting statements for the motion picture industry were Marcus Cohn, attorney for National Exhibitors Theatre TV Committee, and Vincent B. Welch, representing the Motion Picture Assn. of America.

Mr. Cohn told the Commission the motion picture industry had no intention of using the transmission facilities for the distribution of filmed programs into movie houses. Comr. Frieda B. Hennock asked if a new theatre TV industry would anticipate taking programs away from broadcasting facilities to put them into admission houses, or if an exclusive frequency allocation would not also mean "exclusivity" in the showing of many programs and features now being broadcast for home TV. Mr. Cohn replied that programs transmitted over theatre-TV facilities would be, for the most part, those which are not available now to home viewers.

Data on Programs

Vice Chairman Rosel H. Hyde asked for more specific information on program types. Mr. Cohn said, as now envisioned the programs would fall into three categories: (1) entertainment, (2) special events, such as news and sports coverage, and (3) educational and instructional programs during "off-hours" to special groups. He said every theatre with TV exhibition facilities might ultimately expect as much as five hours programming per day.

Mr. Welch said exclusive allocations were necessary because existing common carriers either could not or would not provide adequate facilities for theatre-TV.

An exclusive frequency allocation, he said, would be far superior to shared frequencies, either in common carrier or industrial services bands.

MERGED APPLICANTS GET TV GRANTS

Competing AM operators in Macon, Ga., as well as competitors in Columbia, S. C., circumvented time-consuming FCC hearings by working out joint applications. The result: Both received their grants last week.

TWO cities in which competing AM stations sought TV permits received grants last week following mergers of their principals. The cities were Macon, Ga., and Columbia, S. C.

A Ch. 47 facility was granted to Macon Television Co., comprising stockholders of both WBML-AM-FM and WNEX-AM-FM, competing Macon stations.

Another facility, Ch. 10, was granted to WIS-TV Corp., Columbia, after six stockholders of WMSC Columbia agreed to sell all their interests in WMSC, itself a former applicant for Ch. 10. The six now hold stock interest in WIS-TV Corp., now 85% owned by owners of WIS Columbia [B•T, Feb. 9].

The Macon grant inspired dissenting opinions by Comrs. Rosel H. Hyde and E. M. Webster, with Comrs. George E. Sterling and Eugene H. Merrill writing separate concurring comments. Comr. Frieda B. Hennock did not participate in this case.

Originally WBML and WNEX had tried to settle their competitive TV problem in Macon by forming a new corporation in which each would have five shares, or 50% of stock. Control had been vested in a board of six, three from each station, with Alfred Lowe, WNEX manager, resigning to manage the TV operation. This plan had been designed to keep AM competition alive, with the TV outlet also strictly competitive.

New Corporate Plan

Last Dec. 3 the FCC told the applicant it could not approve this merged operation. A new corporate plan was set up, WBML and WNEX each owning nine shares or 45% control, with 20 shares outstanding. W. A. Fickling, vice president and director, owns two shares or 10% of the new group and has no official relationship with either of the broadcast outlets. Number of directors was increased to seven, three from each for WBML and WNEX, and Mr. Fickling.

This arrangement received majority FCC approval, but set off a series of comments on competitive aspects of the Macon situation.

WMAZ Macon is applicant for Ch. 13 in Warner Robins, Ga., a community near Macon.

The new Macon Television Co. proposal sets up safeguards to protect competition between WBML and WNEX. These include: Separate AM program and sales operation, including public service responsibilities; no overlapping interests of any nature; no common use of operating staff, salesmen, offices, studio or transmitting facilities, rates, programs or program sources; no advertiser to be required to buy time on one station to obtain time on the other.

The three TV stockholders promise no TV action will be taken which would be conditioned on action by the AM stations; TV rate card will not be related to time purchases on

WOODland! AM

And now the "Single Rate" applies!*

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1 You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2 You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

**Literally, an exception — Class B is from 11:30 PM to 7:00 AM.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

the AM station; no common TV-AM use of sales staffs or facilities; TV station not to be used to show the AM affiliations. A manager not connected with either of the 45% stockholders or their stations is to be employed.

The majority decision described the problem as "a novel one," to be decided on the specific facts in the case. Finding no need to call a hearing, the majority said the grant would bring early establishment of uhf service to Macon, improving the uhf competitive position in the "as yet unopened field" of TV broadcasting in the area.

Comr. Hyde dissented that the action compromises the FCC's multiple ownership policy (Sec. 3.35) and might lead toward "an undesirable increase in government regulation of the internal affairs of licensee management." Other channels are available for Macon from an engineering standpoint, aside from the assignment table, he added.

Comr. Webster's dissent was based on "a definite relaxation" in the policies limiting the concentration of interest in two AM stations in the community. He wondered if competition might be restricted and suggested a full study of the question.

The separate concurring opinion of Comr. Sterling said the ruling should not set a precedent and each case should be decided on its own merits. Comr. Merrill said his approval was not to be construed as a general endorsement of all proposed "marriages." He called attention to the possibility of assigning another channel to Macon.

WIS-TV Corp., is owned principally by Broadcasting Co. of the South, licensee of WIS-AM-FM Columbia, WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM Charlotte, N. C. The grant is conditioned upon A. R. Heyward II, Paul A. Cooper, Thomas B. Boyle, Joseph L. Nettle, Frank B. Gary, E. Grenville Seibels II and John C. Cosby divesting themselves of holdings in WMSC. The latter group, except Mr. Cosby, together own 14.5% of WIS-TV Corp. G. Richard Shafto, vice president-general manager of Broadcasting Co. of the South, is president of WIS-TV Corp., while Charles A. Batson, director of TV for the WIS licensee, is managing director and vice president of the Ch. 10 grantee.

FCC Explores Question Of NBC Interest in KOA

QUESTION whether NBC might have a hidden interest in KOA Denver, competing with KYMR Denver for TV vhf Ch. 4 there, was explored last week in hearings before FCC Hearing Examiner James D. Cunningham and with NBC Financial Vice President Joseph V. Heffernan as the witness.

When NBC sold KOA to Bob Hope and Denver interests headed by Mayor Quigg Newton in 1952, Mr. Hope gave NBC a note for $1,250,000 as his part of the $2,250,000 purchase price for the 50 kw station on 850 kc.

Essential point under scrutiny was whether NBC has any rights in KOA under the terms of the note. Since NBC already has its five TV stations—the limit permitted to one company by the FCC—fact that NBC has any interest in KOA might force denial of its TV application as sixth NBC station.

Mr. Heffernan told FCC Counsel Robert J. Rawson that NBC felt the Hope note was adequately secured and that provisions providing for protection of NBC in event of default were the common protections in normal business practice. He said that if Mr. Hope defaulted, NBC then had the right to force the sale of the station to another party.

WSAU, PERMITTEE REP. O'KONSKI HASSLE ON 'MISREPRESENTATIONS'

Wausau's long-established WSAU claims economic injury from Rep. O'Konski's new station grant there, while charging the Congressman with misrepresentation. This the Wisconsin solon is not only quick to deny, but ready to hurl his own counter-charges.

CHARGES and counter-charges are being exchanged before FCC by long-established WSAU Wausau, Wis., and the newly-approved WOSA there (formerly WLIN Merrill), owned by Rep. Alvin E. O'Konski (R-Wis.).

WSAU protests the WOSA grant on the ground of economic injury as set forth in the Sanders Bros. case and also charges that Rep. O'Konski made misrepresentations to the Commission in his explanation of certain premature "preliminary" construction at the WOSA transmitter site [B•T, Feb. 9].

In his reply to FCC, Rep. O'Konski denies misrepresentation and in turn questions the truthfulness of contentions made in affidavits presented the Commission by WSAU representatives. The Congressman late Thursday stated WSAU "canvassed the whole town, including the mayor and chief of police" to solicit protests against the new competing outlet.

Wausau has a population of 30,414 with 98.3% radio set saturation, or a total of 8,709 radio homes [B•T MARKETBOOK, Aug. 18, 1952].

WSAU, established in 1937, has been the sole station in Wausau until the move of WLIN from Merrill to Wausau as WOSA and the grant of a construction permit to Lakeland Broadcasting Corp. for WHVF, assigned 250 w on 1230 kc, but not yet on the air.

WSAU, NBC affiliate, is assigned 250 w on 1400 kc and is licensed to WSAU Inc. Of 350 shares outstanding, President-Treasurer John R. Tomek holds 179 shares and Vice President Charles Lemke holds 171 shares.

Rep. O'Konski founded WLIN in Merrill in 1948 on 730 kc with 1 kw daytime only. Change to 1 kw fulltime, directional, on 550 kc was approved in 1950 and on Dec. 4, 1952, FCC consented to switch of the station to Wausau as WOSA with boost in power to 5 kw, directional, operating fulltime on 550 kc. WOSA is a Mutual affiliate.

Inquiry concerning the commencement of construction at the WOSA transmitter site south of Wausau prior to receipt of the grant was posed to FCC in two letters received by the Commission. The first, dated Dec. 5, 1952, was by Richard P. Tinkham, Wausau attorney, who informed Chairman Paul A. Walker he had not received a reply to his Nov. 3 protest in behalf of Marathon Electric Mfg. Co. there. The second, dated Dec. 15, 1952, was from Robert C. Altman, district attorney, Marathon County, Wausau.

Rep. O'Konski, through Frank U. Fletcher, his Washington radio counsel, in an affidavit dated Dec. 15, acknowledged certain premature construction had been done at the transmitter site, for which the Congressman apologized and assured the Commission, would not be used for WOSA. He asked that the grant be modified to include a condition that no pre-grant construction could be used. FCC issued the modification on Jan. 2.

WSAU Protest

WSAU filed its protest of the Dec. 4 grant in early January, noting FCC policy on premature construction as set forth in the case of TV Colorado Inc., permittee for KKTV (TV) Colorado Springs, Col., on Ch. 11 [B•T, Dec. 1, 1952]. WSAU contended Rep. O'Konski's "violation of Sec. 319(a)" of the Communication Act "requires, not only a Commission demand that illegal construction not be used in the completion of the station, as was required of TV Colorado Inc., but also a hearing to determine all of the circumstances under which the violation was made and whether or not the circumstances bear on the moral and other qualifications of the applicant to be a licensee."

In dismissing WSAU's protest in a memorandum opinion and order in late January [B•T, Feb. 2], FCC stated:

The only fact specified by the protestant is that Mr. O'Konski commenced construction prior to the date the permit was granted. Sec. 319(a) does not make it illegal to construct a radio station without a permit. Instead, it merely is a direction to the Commission not to license a station, unless, a permit for its construction has been granted prior to the commencement of construction to be utilized in the station. Therefore, the fact of premature construction, of itself, would lead to nothing more than to condition the grant to preclude the use of such construction, an action the Commission has already taken.

The protestant does not allege any facts from which, if proven, we could conclude that the applicant was unqualified to be a broadcast licensee. He infers the possible existence of such facts by requesting an issue to determine whether the violation of Sec. 319(a) was such as to reflect on the applicant's qualifications. However, in view of the statutory mandate to specify with particularity the facts, matters and things relied upon, we do not believe that the mere phrasing of a question is sufficient upon which to set aside the effective date of a grant, as we would be required to do if the instant application were to be designated for hearing. Accordingly, we find the protest fatally defective.

WSAU now has pending a protest of the Commission's Jan. 2 modification of WOSA's grant. It is in this pleading that the claim of economic injury is made. In a supplemental petition, WSAU includes affidavits and photos purporting to show the status of WOSA con-

VEEP gets membership card in Radio-TV Correspondents Galleries of Congress from Hollis M. Seavey (r), MBS commentator and retiring president of the correspondents group, upon completion of Alben W. Barkley's first *Meet the Veep* show inaugurated Feb. 1 on NBC-TV.

the AM station; no common TV-AM use of sales staffs or facilities; TV station not to be used to show the AM affiliations. A manager not connected with either of the 45% stockholders or their stations is to be employed.

The majority decision described the problem as "a novel one," to be decided on the specific facts in the case. Finding no need to call a hearing, the majority said the grant would bring early establishment of uhf service to Macon, improving the uhf competitive position in the "as yet unopened field" of TV broadcasting in the area.

Comr. Hyde dissented that the action compromises the FCC's multiple ownership policy (Sec. 3.35) and might lead toward "an undesirable increase in government regulation of the internal affairs of licensee management." Other channels are available for Macon from an engineering standpoint, aside from the assignment table, he added.

Comr. Webster's dissent was based on "a definite relaxation" in the policies limiting the concentration of interest in two AM stations in the community. He wondered if competition might be restricted and suggested a full study of the question.

The separate concurring opinion of Comr. Sterling said the ruling should not set a precedent and each case should be decided on its own merits. Comr. Merrill said his approval was not to be construed as a general endorsement of all proposed "marriages." He called attention to the possibility of assigning another channel to Macon.

WIS-TV Corp., is owned principally by Broadcasting Co. of the South, licensee of WIS-AM-FM Columbia, WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM Charlotte, N. C. The grant is conditioned upon A. R. Heyward II, Paul A. Cooper, Thomas B. Boyle, Joseph L. Nettle, Frank B. Gary, E. Grenville Seibels II and John C. Cosby divesting themselves of holdings in WMSC. The latter group, except Mr. Cosby, together own 14.5% of WIS-TV Corp. G. Richard Shafto, vice president-general manager of Broadcasting Co. of the South, is president of WIS-TV Corp., while Charles A. Batson, director of TV for the WIS licensee, is managing director and vice president of the Ch. 10 grantee.

FCC Explores Question Of NBC Interest in KOA

QUESTION whether NBC might have a hidden interest in KOA Denver, competing with KYMR Denver for TV vhf Ch. 4 there, was explored last week in hearings before FCC Hearing Examiner James D. Cunningham and with NBC Financial Vice President Joseph V. Heffernan as the witness.

When NBC sold KOA to Bob Hope and Denver interests headed by Mayor Quigg Newton in 1952, Mr. Hope gave NBC a note for $1,250,000 as his part of the $2,250,000 purchase price for the 50 kw station on 850 kc.

Essential point under scrutiny was whether NBC has any rights in KOA under the terms of the note. Since NBC already has its five TV stations—the limit permitted to one company by the FCC—fact that NBC has any interest in KOA might force denial of its TV application as sixth NBC station.

Mr. Heffernan told FCC Counsel Robert J. Rawson that NBC felt the Hope note was adequately secured and that provisions providing for protection of NBC in event of default were the common protections in normal business practice. He said that if Mr. Hope defaulted, NBC then had the right to force the sale of the station to another party.

WSAU, PERMITTEE REP. O'KONSKI HASSLE ON 'MISREPRESENTATIONS'

Wausau's long-established WSAU claims economic injury from Rep. O'Konski's new station grant there, while charging the Congressman with misrepresentation. This the Wisconsin solon is not only quick to deny, but ready to hurl his own counter-charges.

CHARGES and counter-charges are being exchanged before FCC by long-established WSAU Wausau, Wis., and the newly-approved WOSA there (formerly WLIN Merrill), owned by Rep. Alvin E. O'Konski (R-Wis.).

WSAU protests the WOSA grant on the ground of economic injury as set forth in the Sanders Bros. case and also charges that Rep. O'Konski made misrepresentations to the Commission in his explanation of certain premature "preliminary" construction at the WOSA transmitter site [B•T, Feb. 9].

In his reply to FCC, Rep. O'Konski denies misrepresentation and in turn questions the truthfulness of contentions made in affidavits presented the Commission by WSAU representatives. The Congressman late Thursday stated WSAU "canvassed the whole town, including the mayor and chief of police" to solicit protests against the new competing outlet.

Wausau has a population of 30,414 with 98.3% radio set saturation, or a total of 8,709 radio homes [B•T MARKETBOOK, Aug. 18, 1952].

WSAU, established in 1937, has been the sole station in Wausau until the move of WLIN from Merrill to Wausau as WOSA and the grant of a construction permit to Lakeland Broadcasting Corp. for WHVF, assigned 250 w on 1230 kc, but not yet on the air.

WSAU, NBC affiliate, is assigned 250 w on 1400 kc and is licensed to WSAU Inc. Of 350 shares outstanding, President-Treasurer John R. Tomek holds 179 shares and Vice President Charles Lemke holds 171 shares.

Rep. O'Konski founded WLIN in Merrill in 1948 on 730 kc with 1 kw daytime only. Change to 1 kw fulltime, directional, on 550 kc was approved in 1950 and on Dec. 4, 1952, FCC consented to switch of the station to Wausau as WOSA with boost in power to 5 kw, directional, operating fulltime on 550 kc. WOSA is a Mutual affiliate.

Inquiry concerning the commencement of construction at the WOSA transmitter site south of Wausau prior to receipt of the grant was posed to FCC in two letters received by the Commission. The first, dated Dec. 5, 1952, was by Richard P. Tinkham, Wausau attorney, who informed Chairman Paul A. Walker he had not received a reply to his Nov. 3 protest in behalf of Marathon Electric Mfg. Co. there. The second, dated Dec. 15, 1952, was from Robert C. Altman, district attorney, Marathon County, Wausau.

Rep. O'Konski, through Frank U. Fletcher, his Washington radio counsel, in an affidavit dated Dec. 15, acknowledged certain premature construction had been done at the transmitter site, for which the Congressman apologized and assured the Commission, would not be used for WOSA. He asked that the grant be modified to include a condition that no pre-grant construction could be used. FCC issued the modification on Jan. 2.

WSAU Protest

WSAU filed its protest of the Dec. 4 grant in early January, noting FCC policy on premature construction as set forth in the case of TV Colorado Inc., permittee for KKTV (TV) Colorado Springs, Col., on Ch. 11 [B•T, Dec. 1, 1952]. WSAU contended Rep. O'Konski's "violation of Sec. 319(a)" of the Communication Act "requires, not only a Commission demand that illegal construction not be used in the completion of the station, as was required of TV Colorado Inc., but also a hearing to determine all of the circumstances under which the violation was made and whether or not the circumstances bear on the moral and other qualifications of the applicant to be a licensee."

In dismissing WSAU's protest in a memorandum opinion and order in late January [B•T, Feb. 2], FCC stated:

The only fact specified by the protestant is that Mr. O'Konski commenced construction prior to the date the permit was granted. Sec. 319(a) does not make it illegal to construct a radio station without a permit. Instead, it merely is a direction to the Commission not to license a station, unless, a permit for its construction has been granted prior to the commencement of construction to be utilized in the station. Therefore, the fact of premature construction, of itself, would lead to nothing more than to condition the grant to preclude the use of such construction, an action the Commission has already taken.

The protestant does not allege any facts from which, if proven, we could conclude that the applicant was unqualified to be a broadcast licensee. He infers the possible existence of such facts by requesting an issue to determine whether the violation of Sec. 319(a) was such as to reflect on the applicant's qualifications. However, in view of the statutory mandate to specify with particularity the facts, matters and things relied upon, we do not believe that the mere phrasing of a question is sufficient upon which to set aside the effective date of a grant, as we would be required to do if the instant application were to be designated for hearing. Accordingly, we find the protest fatally defective.

WSAU now has pending a protest of the Commission's Jan. 2 modification of WOSA's grant. It is in this pleading that the claim of economic injury is made. In a supplemental petition, WSAU includes affidavits and photos purporting to show the status of WOSA con-

VEEP gets membership card in Radio-TV Correspondents Galleries of Congress from Hollis M. Seavey (r), MBS commentator and retiring president of the correspondents group, upon completion of Alben W. Barkley's first *Meet the Veep* show inaugurated Feb. 1 on NBC-TV.

we gambled...

XUM

we gambled...

XUM

struction and contradicting Mr. O'Konski's earlier statement that "the only actual construction for exclusive use of a radio station that would not be used for another purpose was the laying of the tower support bases and a small amount of ground wire."

The WSAU petitions were filed by Fly, Shuebruk & Blume, New York and Washington radio law firm.

Rep. O'Konski, in his reply last week, points out the tower bases have been dynamited and new ones built. He asserts the fact WOSA did not go ahead with major construction, despite the availability of much material, until after the grant "shows clearly that our action was not malicious or defiant."

Rep. O'Konski contends two sheds on the 80-acre farm transmitter site will be used for non-radio purposes and three-fourths of another "will be used for caretaker purposes and a small portion for radio. Had I *not received* a grant all three of these buildings were a necessity and would have been built anyhow and used for purposes other than radio. For the protestant to allege otherwise is pure fabrication and conjecture based on wishes and not fact."

Mr. Tinkham's protest disclosed pendency of two libel suits against Rep. O'Konski claiming nearly $1 million in damages as the result of paid union broadcasts over WLIN concerning a labor dispute between Marathon Electric and United Electrical, Radio & Machine Workers of America.

The first suit, for $100,000, was filed in the Circuit Court of Lincoln County by Mr. Tomek, who in addition to majority interest in WSAU is also attorney for Marathon Electric. The other suit, for $875,000, was filed in the Circuit Court of Marathon County by Marathon Electric. The latter suit besides Rep. O'Konski names a Emil Muelver and Irwin Weir.

L. F. Schmitt, counsel for Rep. O'Konski at Merrill, wrote FCC on Dec. 19 contending "there is not a shadow of merit in either case."

District Attorney Altman, however, in his letter said the labor dispute "has degenerated into a name-calling contest, and the radio station was used."

Chairman Walker's reply to Mr. Altman's letter explained the Commission had considered WLIN's handling of the union broadcasts in its rulings and observed that before and after each program WLIN "offered rebuttal privileges to those holding opposing views."

Meanwhile, United Electrical has filed with FCC a charge of censorship against WOC-TV Davenport and WHBF-TV Rock Island for refusing to air the union's Christmas program on the ground it was controversial (see story page 74).

Sprague Declines Post

ROBERT C. SPRAGUE, who resigned as president of Sprague Electric Co. Jan. 12 to accept nomination as Under Secretary of the Air Force, announced last week he preferred not to become involved in a possible Senate controversy over his stock interests.

Writing to President Eisenhower Feb. 7, he regretted he could not accept nomination but added he felt the President should not run the risk of embarrassment of Congressional debate over stockholdings. He had taken steps to eliminate any possibility that he would be called on to make any decisions concerning business between the Air Force and his company.

Mr. Sprague is a former board chairman and president of Radio-Television Mfrs. Assn. He voiced reluctance to dispose of his stock in the family corporation to outside interests because the town of North Adams, Mass., is highly dependent on this plant.

TWO NEW TV GRANTEES START IN BLACK

WEEK-TV Peoria and WLVA-TV Lynchburg report business is good, highlighting this week's report on new stations commencing operation.

FIRST reports from two new TV stations which commenced operation this month indicate that they are operating "in the black," one reporting it isn't taking any more business and the other stating it can accept only a few more national accounts.

The outlets are WEEK-TV Peoria, Ill., and WLVA-TV Lynchburg, Va.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., said the station went on the air with commercial programming Feb. 1, almost within hours after receiving its special temporary authorization to operate on a commercial basis [B•T, Feb. 2].

Full Commercial Schedule

Mr. Mueller said the station was operating with a full commercial schedule.

"In the first place," Mr. Mueller said, in explaining the reasons for the large amount of time sold on the station, "nothing at WEEK-TV is makeshift or temporary. We have everything—studios, transmitter, tower—permanently and correctly installed."

WEEK-TV is the only Peoria station now on the air, operates on uhf Ch. 13 and is affiliated with NBC-TV. Representative is Headley-Reed.

WLVA Lynchburg, operating on vhf Ch. 13, began commercial operation Feb. 8, and will probably be an interconnected station by May 1.

Philip P. Allen, vice president and general manager, said WLVA-TV's coverage is "more than excellent." He reported that there were viewers as far away as North Carolina, and that the station covered Charlottesville, Waynesboro, Danville and Roanoke, all in Virginia.

The Lynchburg station operates from 6 to 11 p.m. daily, is affiliated with CBS and DuMont and is represented by Hollingbery.

Harold E. Anderson, vice president and general manager of KOLN-TV Lincoln, Neb., said the station will probably begin commercial programming today (Monday) or tomorrow. He said DuMont engineers are on hand, and that the station has been airing a test pattern on its vhf Ch. 12 with full effective radiated power of more than 26 kw visual since last Wednesday.

By last Wednesday night WFMJ-TV Youngstown, Ohio, on uhf Ch. 73, was airing a test pattern with 80% of its power. Power will be gradually increased, according to Peter Frommert, production manager, until the full transmitter output of 1 kw is reached.

Commercial programming will most likely begin this week, Mr. Frommert said.

"We were being received in Akron with only half our power being transmitted," Mr. Frommert happily exclaimed, "and Akron is 45 miles away. With just a dummy load being put on the transmitter, we were getting reports of local reception," he said.

WFMJ-TV is the first station to begin programming at the upper end of the uhf band, so its coverage results will be watched with interest [B•T, Feb. 9].

Profiting by some of the errors made elsewhere, WROV-TV Roanoke, Va., on uhf Ch. 27, is not trying to break any speed records for putting a signal over the air.

"We don't plan to break our necks to get just anything on the air, and then have to run around later and clean up a mess," Frank E. Koehler, general manager, said.

Mr. Koehler said that about 80% of the TV sets in the station's area are either converted to uhf or convertible, and that in order to give TV servicemen and dealers ample time to tune new sets to uhf Ch. 27, he was planning to keep a test pattern on the air for as long as two weeks.

"In the Black"

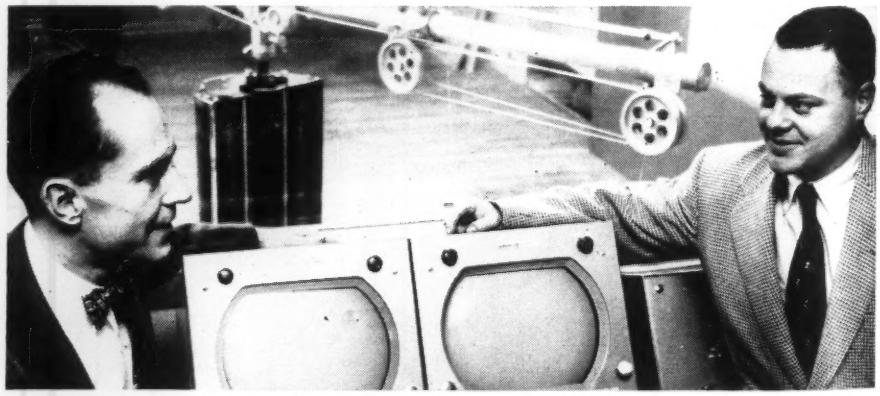
"WROV-TV is going to begin operating in the black," Mr. Koehler revealed, "at least for the first 13 weeks. It looks pretty good," he said.

Jack Schuler, operations manager at WHUM-TV Reading, Pa., uhf Ch. 61 grantee, said the station went on the air with a test pattern at 12:12 a.m. Feb. 10, operating the first 12 kw uhf transmitter built by General Electric at its Syracuse, N. Y., plant.

A special uhf antenna developed by GE engineers multiplies the transmitter power to produce an effective radiated power of 260 kw visual.

Mr. Schuler said it was hoped the station would begin commercial programming today (Monday) or tomorrow.

He said GE engineers were working around the clock on the station, ironing out any of its bugs before programming begins. Mr. Schuler said it would be another 48 hours before all



JACK SCHULER (r), operations manager of WHUM-TV Reading, Pa., talks with Robert E. Lauterbach of GE's broadcast equipment headquarters sales staff prior to start of test pattern telecasts Feb. 10. The uhf Ch. 61 station will operate with ERP 260 kw.

...and won!

KCBQ was the **first** station in the nation to switch to the **new ABC–UPT**. With its vast resources in capital and talent, the **new ABC** is now the "Royal Flush" of the entertainment business.

in San Diego it's **KCBQ**

CHARLES E. SALIK, President

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XUM

Quality Tells...

Quality Sells!

The SESAC Transcribed Library sells for broadcasters because it's a *quality* service. It features The Best Music in America recorded by the finest artists in the business.

Offer one of the audience-building shows to a sponsor via SESAC's double-barrelled sales aids, and he's sure to recognize a good thing. He sees, he hears, and he signs.

The Library includes over 4,300 varied musical selections. Every month, there are sparkling new releases of discs, scripts, and program notes. The service also provides a catalog of 1,200 bridges, moods and themes.

all for as little as* $47.50 *a month
based on advertising rates

DOUBLE-BARRELLED SALES AIDS

Colorful Sales Brochures
to take to prospective sponsors, with your call letters and rates filled in.

Sample Programs on Discs
to play for prospective sponsors and show them just how their programs will sound.

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the adjustments probably would be made.

WHUM-TV is being well received in Harrisburg, Lewisburg, Lancaster, Reading and other eastern Pennsylvania cities. Operators of the Williamsport community antenna system, who will provide WHUM-TV programs to their subscribers, said the station was received with an antenna four feet off the ground.

With the high power beamed from a 1,000 ft. high antenna atop Blue Mtn., 22 miles north of Reading, the station expects to cover an area extending 62 miles from the antenna site. The area includes some 750,000 families in eastern Pennsylvania, and parts of New Jersey and Maryland.

WHUM-TV, a primary CBS-TV affiliate, is represented by H-R Representatives.

Various reports were received from last week's 17 grantees about how soon they expected to get on the air.

In St. Louis, N. M. Pagliari, national sales manager for WIL, uhf Ch. 42 grantee, said the station hoped to have the TV outlet on the air before the end of this year. At present there is no network affiliation, he said. WIL-TV will operate with ERP of 79 kw visual.

Fifth in St. Louis

WIL-TV is the fifth uhf TV station granted to the St. Louis area. The others include KSTM-TV St. Louis, uhf Ch. 36; WTVI (TV) Belleville, Ill., uhf Ch. 54; KACY (TV) Festus, Mo., uhf Ch. 14, and KFUO-TV Clayton, Mo., uhf Ch. 30.

E. G. Polan, one of the principal stockholders of Polan Industries, grantee for uhf Ch. 51 in Wheeling, W. Va., said the station, granted an ERP of 24 kw visual, would be on the air in October.

Charles A. Batson, managing director of WIS-TV Corp., grantee for vhf Ch. 10 at Columbia, commented that the quick action by FCC on the newly amended application "surprised us, but not unpleasantly." He hopes for delivery of one of the first RCA 10 kw transmitters within the next few weeks and said construction of the station will begin immediately. Commencement target date is Sept. 1. Affiliation with NBC is expected since WIS is an affiliate of that network. TV sales representation also is expected to be handled by Free & Peters, Mr. Batson indicated.

Test Pattern by August

Frank S. Hoy, president of Portland Telecasting Corp., uhf Ch. 53 grantee for Portland, Me., said a test pattern should be on the air by August, with commercial programming commencing in September. This is the first grant for a TV station in Portland, Me., Mr. Hoy said.

RCA equipment has already been ordered, and a tower is on order from Truscon Steel Co. Studios and transmitter will be located in the Columbia Hotel on Congress St. The station was granted ERP of 22.5 kw visual with a 300 ft. antenna.

Mr. Hoy is the principal owner of WLAM Lewiston, Me., a member of the Maine State Board of Education (where he served as chairman for two years), serves on the Maine School Building Authority and is a director of the Maine Development Credit Corp. In Lewiston he is a vice chairman of the board of directors of the Central Maine General Hospital, director of the Manufacturers Bank, vice president of the Chamber of Commerce and past president of the Rotary Club.

Ed McKay, manager of WROM-TV Rome, Ga., said the starting date for his station was set for July 15. Network affiliation for the station, which will operate with an ERP of 29

"A G-E TUBE SUGGESTION SAVED US $1,100!"

Says **GEORGE A. WILSON**
Director of Engineering
Radio Cincinnati, Inc.

"Two GL-5513's in our TV transmitter have had over 7,000 hours' service. That's three times the life we got from this type a while back—means a total of $1,100 we've saved in replacements! Better maintenance is part of the story, but the big reason is the advice G-E engineers gave us about matching up paired tubes so as to get balanced electrical characteristics.

"13,000 hours from a 6-tube bank of GL-8008 rectifiers—that's another economy figure in our records. Also, General Electric makes sure that when we need tubes, they're delivered *fast*. We couldn't ask for better all-around service than we get from G-E tube distribution here in Cincinnati!"

* * *

Your 16 years with WKRC, Mr. Wilson, gives you experience that makes your comments all the more important. G.E. is glad to have helped you realize these tube economies.

Station engineers everywhere will find G-E efficient tube service no farther away than their local G-E tube distributor—no harder to reach them than the telephone. Dial now the number of *your* distributor! The sooner he starts serving you, the sooner you will save money. *Tube Department, General Electric Company, Schenectady 5, N. Y.*

WKRC HAS A SHOW FOR EVERYBODY

● Variety and educational programs over WKRC supplement CBS network shows, giving Cincinnati viewers a wide choice of television fare. The second station in Ohio to receive a TV license, WKRC lives up to its reputation by also providing complete news and weather coverage. AM broadcasting, plus FM transit radio, are other services aired from the 600-foot WKRC tower. All three transmitting operations credit much of their reliability to General Electric tube performance.

You can put your confidence in—

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It's **SOLD** to **WNAC-TV** Boston, **WWJ-TV** Detroit, **WNBK** Cleveland, **WLTV** Atlanta, **WNBW** Washington, D. C., **KRON-TV** San Francisco, **WFIL-TV** Philadelphia, **WFBM-TV** Indianapolis, **WDSU-TV** New Orleans, **KPRC-TV** Houston, **WKRC-TV** Cincinnati, and many, many more.

What is the name of the No

MOVIE QUICK QUIZ

a smash hit!

WLTV, ATLANTA . . . . Telecast at 7:00 p.m. Rating 15.4. This equals the ratings of the other two Atlanta TV stations combined!

WNAC-TV, BOSTON . . . . Telecast at 12:50-1:05 p.m. Rating 6.9. This is 4 times higher than the competing station in this market.

KPRC-TV, HOUSTON (half-hour show) Telecast at 10:00-10:30 a.m. (with different sponsors each day). Rating 10.8. This rating accomplished in 6 weeks. Outstanding for this time of day.

WDSU-TV, NEW ORLEANS . . . . Telecast at 5:45 p.m. Rating 28.4. Highest rating of any strip show in this market.

WTAR-TV, NORFOLK, VIRGINIA . . . Telecast at 6:45 p.m. Rating is 36.0, which we believe to be the highest rating of any local 5-time-a-week show in America.

AFTER 40 WEEKS ON THE AIR:
"Movie Quick Quiz has gone over very well with the Colonial Store Managers in the five cities where we are using the program.

The client is very well pleased with Movie Quick Quiz. I am confident the advertiser will renew for another year after the present 52 weeks are up."

Pete Liller
LILLER NEAL & BATTLE ADV. AGENCY
Atlanta, Georgia

1 syndicated quiz in TV?

It's **MOVIE QUICK QUIZ,** a smash hit from San Francisco to Boston. Has the biggest sale of any syndicated quiz show; has the highest ratings of any syndicated multiple show in America.

MOVIE QUICK QUIZ is a fifteen-minute, five-time-a-week TV program that has terrific impact as a nighttime feature. But—here is a series that is priced low enough to be used with *great effectiveness during the daytime hours.*

WHY IS MOVIE QUICK QUIZ SO SUCCESSFUL? 1. Because it's backed up by fifteen years of radio—TV quiz know-how. 2. Because it has a sure-fire format that can't miss. 3. Because, and *this is the biggest reason,* it comes with clever "minute movies" which furnish clues to the questions asked by the M.C. These minute movies are not film clips or simple pantomimed clues. They are original, dramatic, filmed vignettes that are entertaining and intriguing in their own right, in addition to high-lighting clues for the "MQQ" questions. 4. MOVIE QUICK QUIZ is a quality program—everything that we furnish or that is part of the show has been developed and created particularly for this television program at great expense and time-consuming effort.

HERE'S HOW MOVIE QUICK QUIZ WORKS: An emcee phones out and asks a provocative question. Except in this case, there's a minute movie to illustrate the question. And for each succeeding call—there's a brand new minute movie and a brand new question. Sounds sort of simple and obvious, doesn't it? But you've got to see the pilot film to appreciate the know-how and the planning that has gone into MOVIE QUICK QUIZ. "MQQ" is a most ingenious combination of quiz technique with TV eye appeal. We have a full year's library of 780 original minute movies now on hand, specially produced for "MQQ".

MERCHANDISING HOOK: We've got one that's sure-fire. One "MQQ" sponsor, with 17 stores, tabulated 50,000 people entered his places over a two-week period as a result of MOVIE QUICK QUIZ and over 90% then made purchases!

HERE'S WHAT YOU GET: We furnish all minute movies, questions and answers, special slides, film opening and close, operational instructions, the "works." You provide M.C. and awards. (We can help you on the awards if you ask us.) MOVIE QUICK QUIZ can be sponsored by local retail chain, local store, national advertiser, or used as a spot carrier by station.

LET'S ALL BE HAPPY! Buy MOVIE QUICK QUIZ. The sponsor will get terrific sales, the station will get a BIG rating, the advertising agency will be a hero, we will have another good order!

Audition Film available on request. Write or phone

WALTER SCHWIMMER PRODUCTIONS, INC.

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CREATORS OF TELLO-TEST

America's FIRST and most successful syndicated Radio Quiz Show

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kw visual and a 720 ft. antenna, is not set, but national representative will be Weed Television. The station is assigned vhf Ch. 9.

Hugh O. Jones, president and general manager of WGCM-TV Gulfport, Miss., uhf Ch. 56 grantee, said he was unable to predict a starting date but that he plans early construction of the station.

John W. Boler, president and general manager of KCJB-TV Minot, N. D., said the vhf Ch. 13 station will probably be on the air by June of this year. DuMont equipment has been ordered, he said. The station will operate with an ERP of 29.5 kw visual and antenna height of 420 ft. Mr. Boler is now in New York to determine network affiliation and to select the national representative.

Edgar Bell, a 4% stockholder of Permian Basin Television Co., vhf Ch. 2 grantee for Midland, Tex., said the Midland station would use RCA equipment. There is no definite word on the starting date, representative or network affiliation, he reported. The station was granted ERP of 50 kw visual with a 1,010 ft. antenna.

Meanwhile, it was announced the following stations will join the CBS-TV network:

KVTV (TV) Sioux City, Iowa, as a primary, supplementary noninterconnected affiliate, to join April 1. The station is assigned vhf Ch. 9.

WETV (TV) Raleigh, N. C., as a primary, supplementary noninterconnected affiliate, to join CBS-TV March 15. Station will operate on uhf Ch. 28.

WHYN-TV Holyoke, Mass., as a primary, supplementary interconnected affiliate, assigned uhf Ch. 55, to join the network March 15.

KGUL-TV Galveston, Tex., as a basic interconnected affiliate March 15. It will operate on vhf Ch. 11.

KTNT-TV Tacoma, Wash., assigned vhf Ch. 11, will be a basic, noninterconnected affiliate March 1.

John E. Pearson Televison Inc. will handle national television sales for WOUC (TV) Chattanooga, Tenn., uhf Ch. 49; KFSA-TV Fort Smith, Ark., uhf Ch. 22; WJHL-TV Johnson City, Tenn., vhf Ch. 11; KGKL-TV San Angelo, Tex., vhf Ch. 3, and WHIZ-TV Zanesville, Ohio, uhf Ch. 50.

(For complete list of grantees' target dates see FOR THE RECORD, *page 95.)*

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

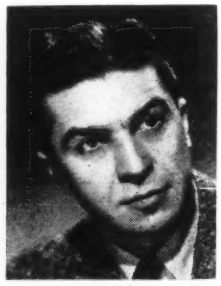
FREE & PETERS, INC.
Exclusive National Representatives

Details Are Presented On New WHAS-TV Output

WHAS-TV Louisville is operating with 316 kw visual power, having sextupled its output last week while shifting from Ch. 9 to Ch. 11.

The high power, described as tops in the TV field by Victor A. Sholis, vice president and director of WHAS-AM-TV, was achieved over a four-day period under direction of Orrin W. Towner, chief engineer.

When the channel shift was made Feb. 7 a hot spot developed in the transmitter. This limited the power increase temporarily to 250 kw. The trouble was solved Feb. 10 and since then the station has been operating with 316 kw.



Mr. Sholis

High power was achieved by use of the 12-bay antenna installed in 1950. Equipment for the Feb. 7 power boost and channel shift arrived at Louisville last Jan. 16.

Mr. Towner cooperated with General Electric Co. in construction of an amplifier that would produce the increased power. He persuaded GE to modify its 20 kw equipment to turn out 28 kw. With the high-gain antenna, the signal output reached 316 kw.

Little opportunity was available for equipment tests, most of which were done on a water-cooled dummy antenna. Air testing involved re-tuning of all circuits to Ch. 11, followed by complete re-tuning to Ch. 9.

The power change means a considerable improvement in service, particularly to viewers some distance from the Louisville tower site, besides addition of the service area, it was stated.

Mr. Towner

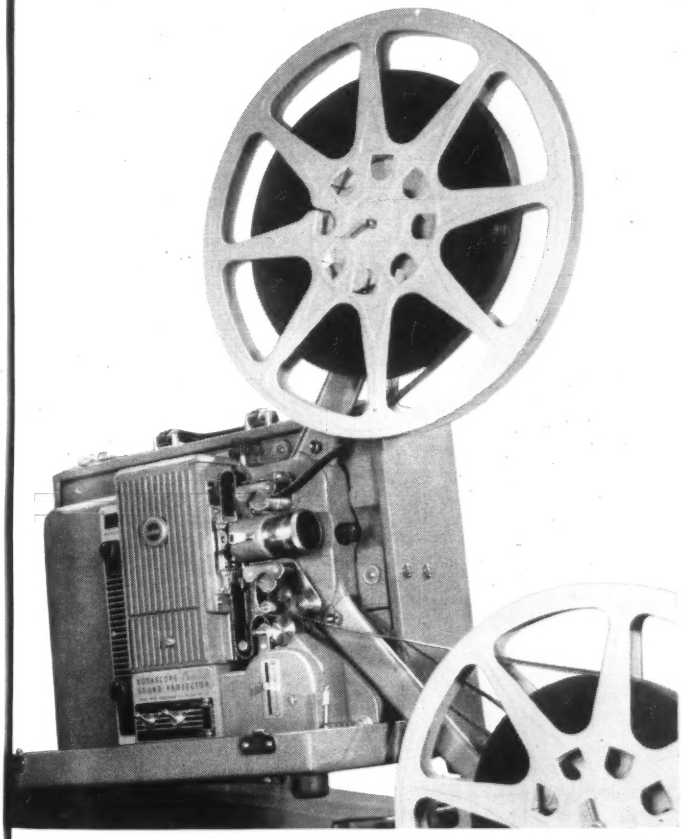
Describing steps taken to adapt transmitting equipment, Mr. Towner said:

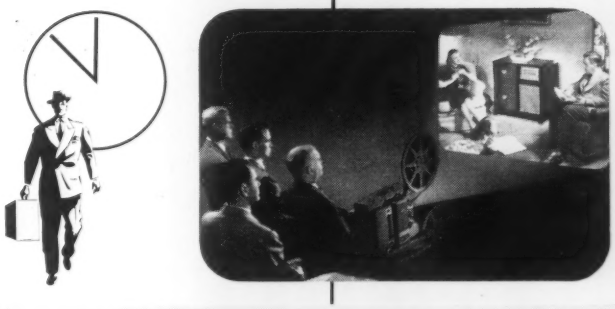
"The six-inch coaxial transmission line which we originally installed carries our higher power without replacement and with high efficiency. It was only necessary to replace approximately 30 feet of connecting 1⅝-inch line to complete our preparations . . .

"We also installed a double stub tuner at the base of the antenna to take care of minor variations in the termination of our brand-band 12-bay antenna. This tuner required only a quick and minor adjustment . . ."

Having trouble getting TV films approved?

Here's how many telecasters are licking the problem





10:00 A. M. Film is previewed at TV station . . .

2:00 P. M. Film is shown at ad agency . . .

3:30 P. M. Client sees film in own office . . .

Before any TV film show is "bought," it must be presented at the station . . . the advertising agency . . . or in the client's office. And sometimes all three places in one day.

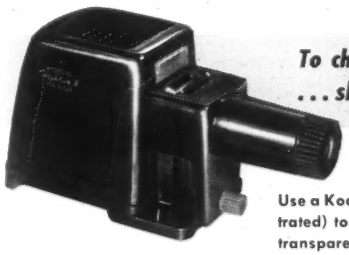
Many telecasters have solved their "multiple showing" problems by furnishing their salesmen with Kodascope Pageant Sound Projectors.

TV salesmen like the Pageant because it's easy to carry anywhere. They can set it up fast, thread it in a minute. Even well-worn audition films look and sound better with the Pageant's improved optical system and unique "focusing" sound system.

Best of all—servicing is no problem . . . for the Pageant is *permanently lubricated,* eliminating breakdowns from improper oiling. No other portable 16mm. sound projector has so many quality features. Yet, the Pageant lists at only $400.

You'll find you can get more TV film programs approved in more places . . . faster . . . when you use the Pageant. Let your Kodak Audio-Visual Dealer demonstrate it for you—or send the coupon for complete details.

Prices include Federal Tax where applicable and are subject to change without notice.



To check . . . to project . . . slide commercials

Use a Kodaslide Projector (illustrated) to see or show 2" x 2" transparencies. You've a choice of several models starting at only $26.10. To screen slide commercials in a client's office, use the unique Kodaslide Table Viewer. It's a precise projector and brilliant screen—combined. Priced from $49.50.

EASTMAN KODAK COMPANY, Rochester 4, N. Y. 82

Please send me name of nearest Kodak Audio-Visual Dealer; also complete information on products checked:

☐ *Kodascope Pageant Sound Projector*
☐ *Kodaslide Projectors* ☐ *Kodaslide Table Viewers*

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (ZONE)

STATE_____

Kodak
TRADE-MARK

XUM

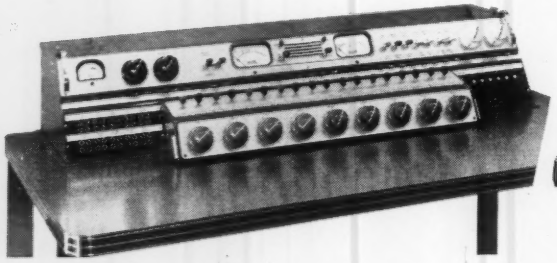
ALTEC=AUDIO

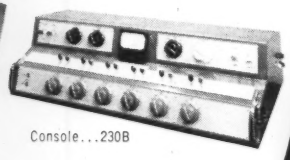
For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

Condenser Microphone...21B

Directional Microphone ...639

Utility Microphone ...633

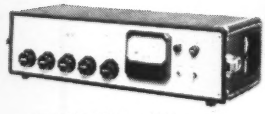




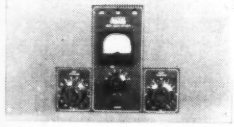
Console...230B

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and *completely* self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.



Portable Mixer...220A

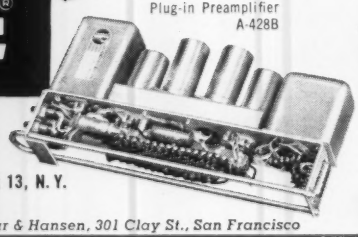


Limiter Amplifier...A-332C

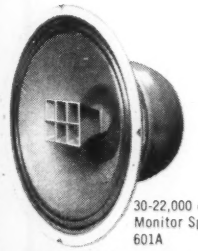
Distributed by GraybaR

ALTEC LANSING CORPORATION

9356 Santa Monica Blvd.
Beverly Hills, Calif.
161 Sixth Avenue, New York 13, N. Y.



Plug-in Preamplifier A-428B



30-22,000 cycle Monitor Speaker... 601A

Export: *Frazar & Hansen, 301 Clay St., San Francisco*

NCAA Names TV Committee To Work With Industry

Group will try to iron out wrinkles in the controlled TV plan.

MACHINERY for administering NCAA's controlled football telecast program in 1953 has been set in motion by the association's council with appointment of a TV committee headed by Walter Byers, executive director, who will serve as chairman pro tem.

The new committee, which will replace that dissolved during NCAA's recent convention in Washington, D. C., comprises these representatives: Dist. 1—Eugene Flynn, athletic director, Holy Cross U.; Dist. 2—Robert T. Kane, athletic director, Cornell U.; Dist. 3—Jeff Coleman, business manager, U. of Alabama; Dist. 4—H. O. Crisler, athletic director, U. of Michigan.; Dist. 5—Reaves E. Peters, executive secretary, Big Seven Conference; Dist. 6—Howard Grubbs, Southern Conference; Dist. 7—E. W. Romney, commissioner, Mountain States Conference; Dist. 8—C. Harvey Cassill, athletic director, U. of Washington.

Of this group, Messrs. Coleman, Peters, Grubbs and Romney are holdover members. Representing smaller colleges are J. Shober Barr, athletic director, Franklin Marshall College, for eastern districts, and an undesignated member from Colorado School of Mines, western districts. Mr. Byers also was named member at large.

He announced that the TV committee will meet again in Chicago Feb. 23-24 to work out details of the controlled football TV plan and to appoint a television program director. After the plan is approved by referendum vote of the membership, the director will set up liaison with networks and sponsors. Permanent chairman and steering committee also will be chosen.

A two-thirds majority of the membership is needed to formalize the controlled football TV plan, which calls for a one-network contract covering one game per Saturday and one appearance per college. Some relaxation of NCAA policy on regional contests is anticipated [B•T, Jan. 12].

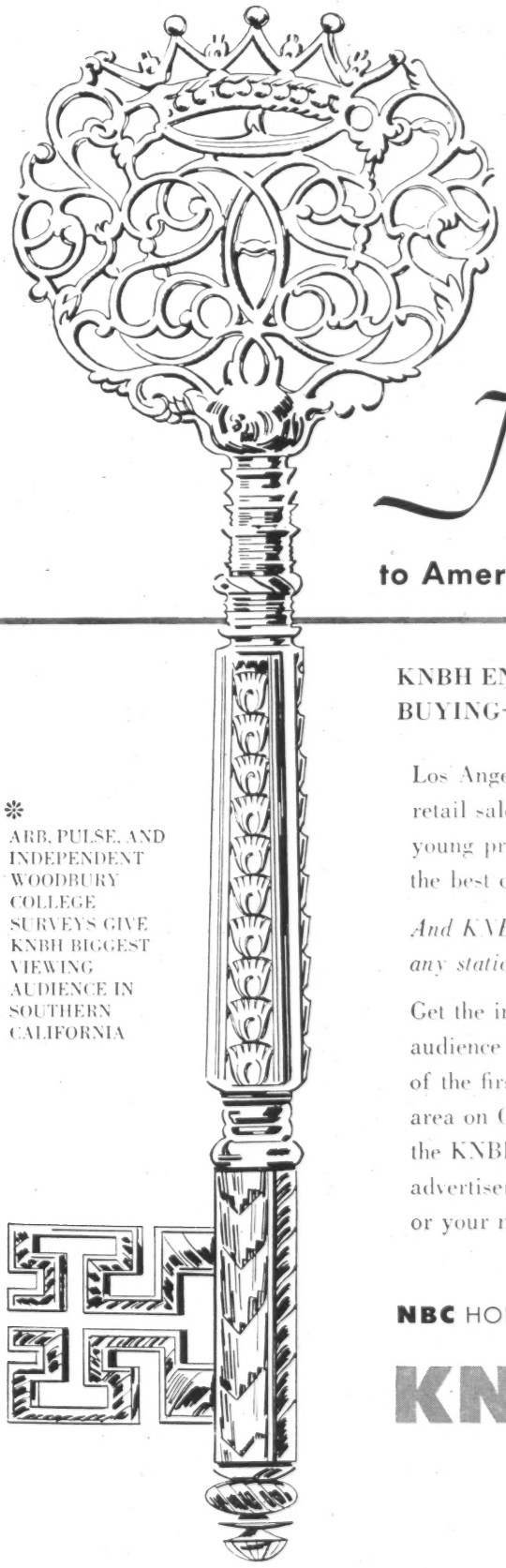
NCAA delegates met Feb. 6-8 to discuss general policy practices, including enforcement procedures for strengthening NCAA [AT DEADLINE, Feb. 9]. The council also named two consultants or advisers for each district:

Dist. 1—Frank Thoms, Williams College; John P. Curley, Boston College; Dist. 2—Ralph Furey, Columbia U.; Ernest D. McCoy, Penn State; Dist. 3—Horace Renegar, Tulane U.; C. M. Farrington, George Washington U.; Dist. 4—Ed Krause, Notre Dame; K.L. (Tug) Wilson, commissioner, Big Ten Conference; Dist. 5—Blair Gullian, Washington U. of St. Louis; Louis Menze, Iowa State College; Dist. 6—J. F. McKale, U. of Arizona; D. X. Bible, U. of Texas; Dist. 7—E. E. Wieman, Denver U.; Juan Reid, Colorado College; Dist. 8—W. O. Hunter, U. of Southern California; Al Masters, Stanford U.

WFBR Single Rates

A SECOND ABC affiliate will join that network's single-raters Sunday when the new rate card No. 20 of WFBR Baltimore becomes effective. A trend for affiliates was forecast when ABC's five owned stations became single-rate outlets and KXOK St. Louis, an affiliate, joined the single-raters [B•T, Feb. 2].

WFBR's one-time rates will be $200 per hour from 9 a.m. to 11 p.m., and $125 per hour for the station's other period on the air—11 p.m. to 9 a.m.



Master Key*

to America's fastest-growing market!

KNBH ENTERS THE HOMES OF THE MOST BUYING-MINDED AUDIENCE IN THE U. S.

Los Angeles County is now second-largest in retail sales in the country! It's bustling with young progressive families... the kind that are the best customers for your product or service.

And KNBH has the widest TV coverage of any station in the West!

Get the insurance of an already established audience for your sales message. Watching ten of the first fifteen top-rated shows in the area on Channel 4 has given Southern California the KNBH habit... a profitable habit for KNBH advertisers. For details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

* ARB, PULSE, AND INDEPENDENT WOODBURY COLLEGE SURVEYS GIVE KNBH BIGGEST VIEWING AUDIENCE IN SOUTHERN CALIFORNIA

NBC HOLLYWOOD

KNBH *Channel* **4**

Crosley Earnings Hit Peak Despite AM Slack

SALES and earnings of Crosley Broadcasting Corp. in 1952 surpassed those of the preceding year despite a slackening of radio revenues, the annual report of Avco Mfg. Corp., Crosley parent, showed last week.

Crosley owns and operates WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WINS New York, and has bought WLTV (TV) Atlanta.

Income from television operations reached "new highs" in 1952, according to the report. "Although there has been an industry-wide decline in revenues from sound broadcasting, the company was able to maintain time sales on WLW at a much higher comparative level than those of radio broadcasting as a whole."

Despite NBC's move in October to give "substantial increased discounts to advertisers," Crosley's non-network revenue at WLW increased enough to virtually offset the network loss.

WINS New York, the company reports, maintained a position "comparable to last year."

Crosley TV set sales reached high summer levels, continuing strong the rest of the year. Crosley last November bought the television picture tube and miniature receiving tube facilities of Sarkes Tarzian Inc. at Batavia, Ill.

Avco Net Sales

Avco's consolidated net sales reached $326,585,641 in 1952 compared with $286,598,113 for the previous year. Consolidated net income amounted to $11,028,927—second largest in Avco history—as compared to $10,089,214 during 1951.

WSLM Ready for Operation

TWO months later than originally planned, WSLM Salem, Ind., was ready last week to go on the air with program tests. The station, which had its equipment stolen in December, has recovered it and asked FCC Thursday for permission to start operation. Don H. Martin, owner, had planned to put the 1220 kc daytimer on the air before Christmas.

SNAKE-in-the-grasp-of-the-man-in-the-grasp of eight-foot boa constrictor is J. Robert Kerns, managing director of WSAI Cincinnati, who received the dubious gift from an unidentified admirer, who wrote: "To the man who has everything."

WOC-TV SELLS

They Came for Miles

. . . FOR MINKS

Gordon Furs has had swank salon in Davenport for past 3 years. Year ago, Gordon's tried limited TV promotion using spot announcements. Schedule showed such promise that, last Fall, Gordon's took on bigger TV project. With a local jeweler, co-sponsored live WOC-TV program—"Candlelight Cameos"—9:45 Tuesday night.

On one program featured minks; by closing time Saturday of same week HAD SOLD 7 MINK WRAPS—ranging from stoles to jackets; average sale, more than $2000. Another week, beaver got the spotlight; SOLD 3 WITHIN 4 DAYS AFTER TELECAST; average sale more than $1700. All sales traceable to WOC-TV.

Says firm head Jake Gordon: "During 13 weeks, 'Candlelight Cameos' helped us sell more mink wraps than I had anticipated selling in next 3 years. It also greatly expanded our trade area. For example, one Wednesday, lady came from Galesburg, Illinois, 48 miles away, to buy her daughter Ranch Mink Cape Jacket shown on previous night's program. Friday of same week, this lady was back, at her husband's insistence, to buy mink wrap for herself."

Minks or motor cars . . . crackers or candy bars—you name it and WOC-TV SELLS *it*. Just ask your nearest F & P Man about our *success stories;* he's got a million of them (well, almost a million)!

P. S. Co-sponsor of "Candlelight Cameos"—Schneff Brothers jewelers—has adopted a "Macy's doesn't tell Gimbel's" policy relative to sales returns from this program. But it is significant that Schneff's with Gordon's have signatured a 30-week renewal of this program.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

Wheelahan to Leave WSMB For Own Radio Interests

HAROLD M. WHEELAHAN, general manager and vice president of WSMB-AM-FM New Orleans, has resigned effective March 1 to devote full time to his private interests in radio, including his vice presidency and co-ownership of KSYL Alexandria, La.

Mr. Wheelahan

Mr. Wheelahan will be succeeded on that date by John R. O'Meallie, who has been sales manager of WTPS New Orleans.

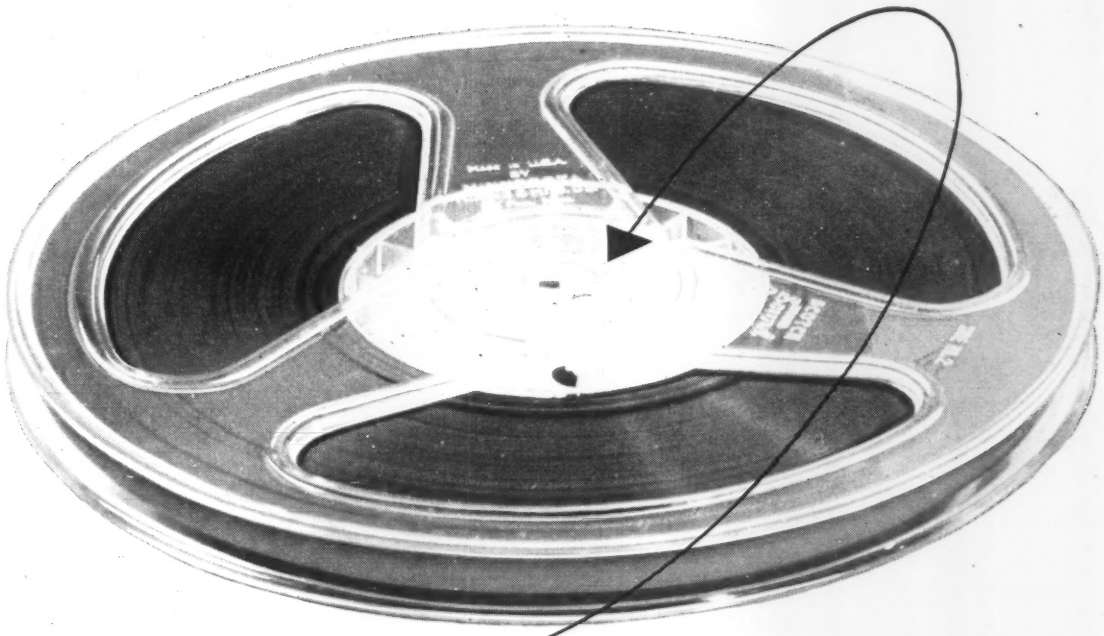
The resignation was announced last week by Gaston J. Dureau Jr., president of WSMB Inc. Mr. Wheelahan, a veteran of 24 years at WSMB, until recently was a board member of NARTB. He will continue to serve WSMB in an advisory capacity, Mr. Dureau said.

He said Mr. Wheelahan is credited with introducing radio to many New Orleans homes and was first to present over the air such personalities as Dorothy Lamour, the Boswell Sisters, Margaret Viegas and Jerry Cooper. He will continue to live in New Orleans.

$5,000 to N. C. Educational TV

LARRY WALKER, general manager, WBT WBTV (TV) Charlotte, N. C., has announced $5,000 has been granted by the Jefferson Standard Foundation to North Carolina Gov. William Umstead's Advisory Commission on Educational Radio and TV. The contribution is for research in developing North Carolina's eight channels reserved for educational TV.

The Jefferson Standard Foundation was established by the Jefferson Standard Broadcasting Co. to provide funds for charitable and educational purposes. Mr. Walker, vice president and secretary-treasurer of Jefferson Standard Broadcasting Co., is chairman of the Advisory Commission's subcommittee in Charlotte.



It's the only large-hub reel of tape with **no loss in output!**

The new thinner *Dry Lubricated* tape furnished with the "Scotch" Brand 7-inch professional reel is the *only* tape wound on a large-hub reel with output equal to "Scotch" Brand 111-A, the acknowledged standard of the recording industry.

You need *both* the new "Scotch" Brand large-hub reel *and* "Scotch" Brand *Dry Lubricated* Tape to enjoy trouble-free recording . . . reduced timing errors, freedom from pitch and level changes, *and* superior signal-to-noise ratio.

You can't beat this team for flawless recording!

"SCOTCH" Brand 7-inch professional reel

- New larger hub measures 2¾" compared to the 1¾" of standard reels.
- Single threading slot minimizes distortion of lower tape layers.

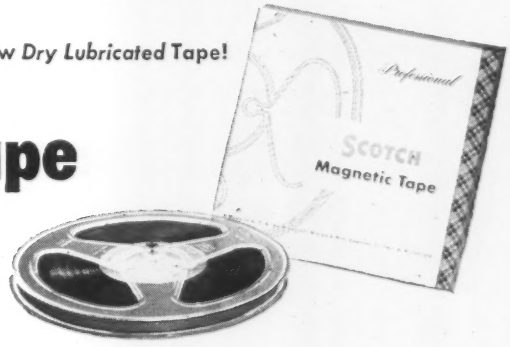
"SCOTCH" Brand *Dry Lubricated* Tape

- Eliminates sticking, squealing, cupping.
- Unaffected by humidity—does a top-notch job even in tropical climates!
- All "Scotch" Brand Magnetic Tape is guaranteed 100% splice-free (up to 2400-foot reels)

See your distributor for a supply of 7" professional reels and new *Dry Lubricated* Tape!

REG U.S PAT OFF

SCOTCH BRAND **Magnetic Tape**



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

3M COMPANY

XUM

Lane Named President Of Crosley's WLTV (TV)

WILLIAM T. LANE was elected president of Broadcasting Inc., operator of WLTV (TV) Atlanta, last week by James D. Shouse and Robert E. Dunville, board chairman and executive committee board chairman, respectively.

Mr. Shouse also is chairman of the board and Mr. Dunville president of Crosley Broadcasting Corp., operator of WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD Dayton and WINS New York.

Mr. Lane's election came at the same time as the formal acquisition of WLTV (TV) by Crosley Broadcasting. Purchase already had been approved by the FCC. Sales price, including 100% of capital stock, was $1.5 million [B•T, Feb. 2].

Plans for the Atlanta station were outlined last week by Mr. Lane, former WLTV Atlanta general manager. He said details of a million dollar expansion program would be disclosed within the next three months. Station also plans to increase its 23.8 visual ERP to full 316 kw.

KFEQ Marks 30th Year

SPECIAL anniversary programs will be aired this week at KFEQ St. Joseph, Mo., which is marking its 30th year on the air. The station's original license, issued Feb. 16, 1923, by the Bureau of Navigation of the Dept. of Commerce, was titled "License for Land Radio Station."

Television studios are being constructed for KFEQ-TV, expected to take the air this spring on Ch. 2. Barton Pitts is president of KFEQ Inc. Other officers: Henry Bradley, vice president; Glenn Griswold, treasurer, and J. Ted Branson, secretary.

Red Cross Blueprints Fund Broadcast Plans

REPRESENTATIVES of stations, networks and trade publications attended a 1953 Red Cross fund campaign luncheon at the Waldorf-Astoria, New York, Tuesday, to hear a report by James Sauter, chairman of the radio-TV bureau.

Outlining the national RC quota of $95 million and the Greater New York goal of $7 million, he said the drive will be launched March 1 with an all-star program which radio and TV networks will carry at different hours.

Four quarter-hour recorded programs with Jack Benny, Bob Hope, Phil Harris, Alice Faye and Bing Crosby will be available to radio stations, along with spot announcements. A 13-minute film with John Daly as narrator giving a dramatic report of Red Cross activity will be available to television stations.

Blain to TV Sales Post

EWART M. BLAIN, former CBS-TV sales account executive, has been named director of television sales for WEEU-TV Reading, Pa., Thomas E. Martin, general manager of WEEU-AM-TV, announced last week. Veteran of 20 years in broadcast sales, Mr. Blain was with Free & Peters, station representatives, as account executive in New York for 11 years. WEEU-TV, now under construction, is expected to take the air March 1 on uhf Ch. 33 as an NBC affiliate.

Mr. Blain

Jacob E. Edelstein Dies

JACOB E. EDELSTEIN, 75, vice president and director of The Outlet Co., licensee of WJAR-AM-FM-TV Providence, died last Wednesday. He had been associated with the company more than 50 years and as its publicity director, was in charge of newspaper advertising and publicity for the stations. Survivors are a brother and two sisters, all of New York.

WAPO to Affiliate With ABC

WAPO Chattanooga has signed an affiliation contract with ABC, effective April 7, Raymond G. Patterson, president and general manager, said last week. The station announced its network affiliation change upon the merger of ABC and United Paramount Theatres. WAPO presently is affiliated with NBC. WDEF Chattanooga will in turn become the NBC affiliate in that city, also on April 7 [B•T, Jan. 26], ending its present ABC affiliation.

KGUL-TV Names CBS TV Spot

KGUL-TV Galveston, Tex., has appointed CBS Television Spot Sales as its representative, effective immediately, it was announced jointly last week by Paul E. Taft, general manager of the station, and Sam Cook Digges, general sales manager of CBS TV Spot Sales. KGUL, slated to commence operations in late March, is assigned Ch. 11 and will be a basic affiliate of CBS-TV.

We've got 'em

EATING OUT OF OUR HAND

—Kansas farmer families, that is! Study these last minute figures from a statewide survey. *

For market reports, farm news and weather, WIBW ranked FIRST—129% ahead of its nearest competitor.

In statewide share of audience, WIBW stood FIRST—132% ahead of the second station.

Among Kansas stations listened to most, WIBW was FIRST—151% higher than the "place station."

There's no need to sell you on the potential of the rich Kansas farm market . . . . no further need to sell you on WIBW's domination of these families. So—why not let us start selling *for* you!

**Kansas Radio Audience '52*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

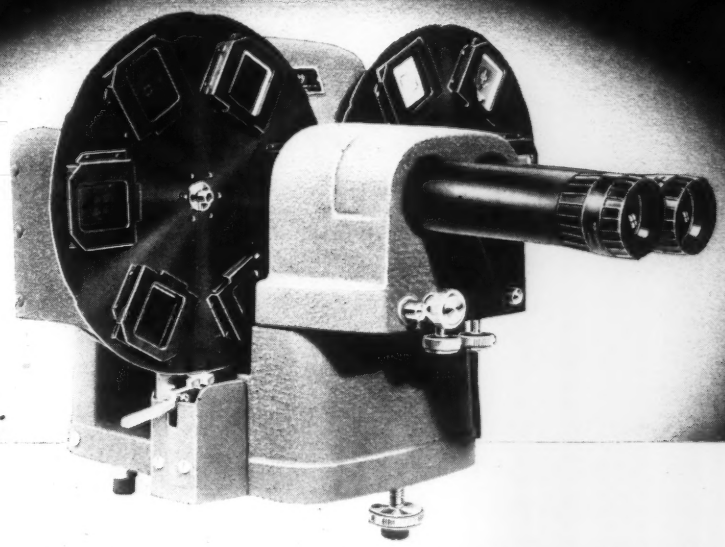
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-2

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

Three Sponsors Share '53 Radio-TV of A's, Phillies

THREE sponsors will share the 1953 radio-TV baseball schedules of the Philadelphia Phillies and Athletics, according to N. W. Ayer & Son, that city. Telecasts will include both home opening day games, both games of all Sunday doubleheaders, all Saturday afternoon games and the first games of all holiday doubleheaders from Shibe Park. A limited series of night telecasts is being arranged. No night telecasts were carried last year and only the first game of doubleheaders.

WFIL-TV, WPTZ (TV) and WCAU-TV, as in 1952, will rotate the schedule.

The radio schedule will be similar to that in 1952, including all Shibe Park games of both teams and road games not conflicting with home contests. WIBG will carry this program along with a four-state hookup.

Sponsors are Atlantic Refining Co., Chesterfields and Valley Forge beer. Gene Kelly and George Walsh will announce Phillies games while Byrum Saam and Claude Haring will cover the Athletics. Messrs. Kelly and Saam will accompany the clubs on road trips.

Oleson to Head WEAM

GEORGE OLESON, sales executive at WOL-AM-FM Washington, has been appointed general manager of WEAM Arlington, Va., Harold Thoms, WEAM president, said last week. Mr. Oleson, who was with WEAM from September 1949 to June 1952, will assume his new duties by Feb. 23, Mr. Thoms said. He replaces Howard Stanley, WEAM general and sales manager for the past five years, who has resigned.

WWJ Promotes DeGroot

DON DeGROOT, station manager of WWJ-AM-FM Detroit, has been appointed assistant general manager of WWJ - AM-FM-TV, Edwin K. Wheeler, stations general manager, said last week. Mr. DeGroot's appointment came after Willard Walbridge resigned as television station manager to join WJIM Lansing, Mich. [B•T, Feb. 9]. Thomas Warner, a member of the sales staff, has been named radio sales manager, Mr. Wheeler said.

Mr. DeGroot

Staff Changes at Lee

LEE STATIONS has effected several personnel changes at KGLO Mason City, Iowa, and WTAD Quincy, Ill., Herbert R. Ohrt, executive vice president, reported last week.

Lloyd Loers, sales manager of WTAD for two and one-half years, transfers to KGLO in the same capacity, replacing C. D. Hilton, who has resigned to enter another business. Doug Sherwin has been named assistant program director at KGLO.

Mr. Loers' work at WTAD has been taken over by John R. DeBow, named local sales manager by Walter Rothschild, station manager. John Phillips is handling sales there fulltime, and Ralph Drescher has been added to the sales force.

Akerberg Assigned Fulltime On CBS-TV Stations Relations

INDICATING the widening scope of network station relations activity as more and more TV stations are licensed, Herbert V. Akerberg, who has been station relations vice president for both CBS Radio and CBS-TV, last week was assigned to concentrate fulltime on CBS-TV.

Announcing Thursday that Mr. Akerberg would serve as fulltime CBS-TV vice president for station relations, J. L. Van Volkenburg, network president, said "it will now be possible for Mr. Akerberg to take a more active part in the planning and management group activities of the CBS-TV Division." He said Clarke (Fritz) Snyder would continue as CBS-TV director of station relations.

Mr. Akerberg's "successor" at CBS Radio was not announced immediately. William A. Schudt Jr. is CBS Radio's national director of station relations.

Mr. Akerberg joined CBS in 1929 as an engineer, and later became chief engineer and research and development engineer. He has been station relations vice president since 1936. Before he went to CBS, he built WPAI Columbus, Ohio, in 1923 and operated it until 1926.

New Garroway Contract

DAVE GARROWAY, star of NBC-TV's early-morning *Today* program (Mon.-Fri., 7-9 a.m. EST and CST), has been signed to a new contract covering his participation on the program during 1953 plus guest appearances on other NBC shows. Contract also includes an option on his services beyond 1953.

WO

the New York station
where listeners listen
and sponsors sell... key
station of MUTUAL
Broadcasting System

NBC-AM-TV Makes Further Staff Realignment

NBC Vice President Herbert announces new shuffling at the staff level in three departments.

REALIGNMENT of NBC's research and planning, advertising and promotion, and development departments on a staff level, reporting directly to network management, was announced Wednesday by John K. Herbert, vice president in charge of networks.

Changes are effective immediately. Mr. Herbert said Hugh M. Beville Jr., director of research and planning, will report to him on all research activities on behalf of NBC's radio and TV networks. Jacob A. Evans, director of advertising and promotion, and Robert W. McFadyen, director of sales development, will report to the administrative sales manager, Walter D. Scott. Stephen A. Flynn, manager of sales service, also will report to Mr. Scott.

This new organizational structure, according to Mr. Herbert, follows the resignation of Ruddick C. Lawrence, director of promotion, planning and development, to whom department heads formerly were responsible.

Commenting on the change, Mr. Herbert said:

"The establishment of the research and planning department as a staff function reporting directly to network management reflects the importance of this activity in the development of our plans and policies for serving our advertisers and their agencies, our affiliated radio and TV stations and our listening and viewing audiences.

"The sales development group under Mr. McFadyen will work directly with the network sales staff and will assist our sales unit in all problems of sales development in both radio and television. By bringing the sales development function and our advertising and promotion department within the structure of the sales department, we feel that we can strengthen and supplement our sales operation and increase the value of our services to our advertisers and their agencies."

As the newly-appointed manager of sales services, Mr. Flynn succeeds Frank Reed, who has resigned.

C. R. Abry Named ABC-TV National Sales Manager

CHARLES R. (CHICK) ABRY has been appointed national sales manager for ABC-TV following resignation of Edwin S. Friendly Jr., who has joined Barry & Enright Productions, radio-TV packaging firm, which will be known as Barry, Enright & Friendly.

Mr. Abry joined ABC-TV in June 1951 as an account executive. Since November 1952, he has served as ABC-TV's eastern sales manager. He previously was a network sales acager.

Joining ABC-TV as a salesman three years ago, Mr. Friendly became eastern sales manager, and was national sales director at the time of his resignation last week. Several weeks ago, he was relieved of all administrative duties —at his own request—to concentrate on sales, at which time Mr. Abry was designated to take over the administrative functions [B•T, Feb. 2].

J. Glen Taylor Elected To MBS Vice Presidency

J. GLEN TAYLOR, a vice president of General Teleradio Inc., radio-TV subsidiary of General Tire & Rubber Co., has been named a vice president of Mutual, whose stock is controlled by General Teleradio, Mutual President and Board Chairman Thomas F. O'Neil announced last week.

Mr. Taylor

Mr. Taylor, who also is on the MBS board, will concentrate on Mutual network interests and other owned-and-operated properties of General Teleradio, which include the Don Lee and Yankee Networks and WOR-AM-FM-TV New York in addition to majority stock of Mutual.

Naming of Mr. Taylor as a Mutual vice president followed the resignation of William H. Fineshriber Jr., executive vice president, to become vice president and general manager of the radio and TV networks of NBC [B•T,, Feb. 9].

CBS Dividend Declared

CBS Inc. board of directors Wednesday declared a cash dividend of $0.40 per share on class A and class B stock, payable on March 6 to stockholders of record at the close of business Feb. 20.

OR

WOR

More advertisers place their confidence in WOR than in any other station in the country.

And with good reason...

WOR personalities have earned the confidence of the largest station audience in America— 26,000,000 people in 14 states!

WOR sells—everything from bread to bird seed— in the world's most competitive market.

That's why *more* advertisers worry *less*—with WOR.

Let us show how WOR can translate listener confidence into solid sales success for *you*.

XUM

KDYL-TV
Now 30,000 Watts
From 8,900 Feet!

America's most powerful channel 4 television station now doubling its market area to cover virtually all of Utah plus Southern Idaho, Eastern Nevada and Western Wyoming.

KDYL-TV
CHANNEL 4 • NBC NETWORK

SALT LAKE CITY, UTAH

National Representative:
Blair-TV, Inc.

GE Speedup on Klystron Tubes Expect 20 Per Month

PRODUCTION of new 15 kw Klystron uhf transmitting tubes by General Electric Co. and Varian Assoc. of San Carlos, Calif. (which developed the Klystron to GE specifications), is expected to reach 20 per month before the end of the year, a GE spokesman said last week.

Without giving details, he said present production is considerably below that figure, and that all 15 kw Klystron production scheduled through September, and part of the October to December production quota, already has been committed. GE is leasing tubes to telecasters at a fixed rate per broadcast hour [B•T, Feb. 9]. WHUM-TV Reading is among stations participating in the lease arrangement.

Zenith Sales at New High

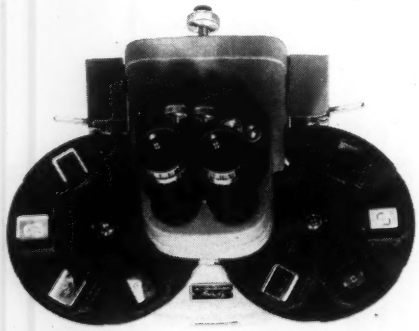
SALES of Zenith Radio Corp., Chicago, in January were the highest for that month in the company's history, Comdr. E. F. McDonald Jr., president, reported last Tuesday.

Zenith also attained the "highest level of production and sales in its history" during the year ended Dec. 31, 1952, with consolidated sales reaching $137,462,000, Comdr. McDonald reported, predicting production and sales in the first quarter of 1953 "will establish a new record for this particular period of a year."

DuMont Tube Sales Mark New Record in January

NEW records were established during January production of television picture tubes by the cathode-ray tube division of Allen B. DuMont Labs., F. P. Rice, division manager, announced Wednesday.

DuMont's TV picture tube output in January was 231% over January 1952; 31% over January 1951, and 57% over January 1950. Mr. Rice added that the last quarter of 1952 was the division's best, volume-wise, when production was 271% over December 1951.



COMPACT projector used for lapping superimposition and divided images and controlled remotely or locally is being marketed by Gray Research and Development Co., New York. Called the Telojector, the device makes it possible for video stations to use 2-by-2 inch, standard 35mm, transparencies for commercials and show content, with automatic lapping of an unlimited number. Telojector was developed with RCA and network and station engineer.

SHORTS

Radio Tube Div., Sylvania Electric Products Inc., N. Y., announces production of cut-off pentode amplifier designed particularly for use in electronic computers. New tube is termed Type 6145.

Daven Co., Newark, N. J., announces availability of new hermetically sealed resistor series 1160 and 1161, for use as secondary standards, resistor elements in bridge networks, voltage divider circuits and attenuation networks.

Majestic Radio & Television Div., Wilcox-Gay Corp., has moved executive, sales and advertising offices to 70 Washington St., Brooklyn 1, N. Y. Telephone is Ulster 2-6000.

Pilot Radio Corp., Long Island City, N. Y., announces production of new AM-FM radio tuner titled Pilotuner Model AF-723, for use in high fidelity music systems.

NABET Waives Local Voice In WWJ-NBC Originations

JURISDICTIONAL waiver agreed to by National Assn. of Broadcast Engineers and Technicians (CIO) in signing a two-year agreement with WWJ-AM-FM-TV Detroit gives the stations the right to originate NBC shows with or without participation by NABET members who are employes of WWJ-AM-FM-TV, the station has reported.

The contract was signed Feb. 7 after out-of-court settlement of a WWJ suit, which had asked the court "to restrain NABET and its members from interfering with origination of network programs, arising out of the refusal of the Detroit Chapter of NABET to work with NBC-NABET personnel on the Dinah Shore programs which were to have originated from the new $2 million WWJ-TV studios Dec. 9 and 11."

The new NABET-WWJ contract runs from Feb. 1, 1953, to Jan. 31, 1955, and does not provide for wage re-opening, the station reported.

FCC Gets Union Complaint

"CENSORSHIP" charges have been made by United Electrical, Radio & Machine Workers of America against WOC-TV Davenport, Ia., and WHBF-TV Rock Island, Ill., alleging in a letter to the FCC that the stations cancelled contracts to show a Quaker film on Christmas Day.

The film was titled "A Time for Greatness." The stations told the union they refused to accept the film because it was controversial and at variance with program policies.

In a public memorandum, the union described the refusals as "gross" censorship of a film that District Council 8 in the Quad Cities had planned to sponsor as a public service. The union added that the suppression was not directed at it but at the specific film. Further evidence will be submitted to the FCC, according to Russ Nixon, UE Washington representative. At the FCC it was stated that WOC-TV and WHBF-TV had been informed of the charges and had been asked to file comments.

Report on Taped TV
Page 77

How To Set Sales Talks To Music
Page 80

Problems of New Copyright Law
Page 84

Clorets: TV Success Story
Page 82

ADVERTISING COSTS UP?

Take typography, for example. It now takes $184 to buy composition that cost $100 in 1942. But for an advertising value that today is better than ever, there's **radio..** the medium that's now delivering the biggest audience in history at a cost only slightly more than that of ten years ago!

Take WBZ, for example. It now takes **only** $125 to buy a result-producing participation package that cost $100 in 1942. And the audience has increased much faster than the slight rise in time cost, throughout the vast New England territory dominated by WBZ's 50,000-watt voice!

In six of the most important market-areas in the country, Westinghouse stations offer exceptional **values** in advertising coverage. Free & Peters will help you pick the times that pay the best return for **your** business!

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

XUM

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

WHUM-TV'S HELICAL ANTENNA PASSES TESTS

Antenna for Nation's Highest Power UHF TV Station Passes Exhaustive Operations Exam at Electronics Park

The transmitting antenna for the nation's most powerful UHF television outlet—WHUM-TV in Reading, Pa.—was put through its paces recently by G-E test men at Electronics Park.

The orange-colored antenna was lying on its side atop a hydraulic lift—the type your car is jacked up on when the oil is being changed. Some 1800 feet away, a microwave "dish" pointed its concave eye at the hoisted antenna and supplied a power beam.

Salvatore Savastano of C and GE Test squinted through a surveyor's transit set at the center of the hydraulic lift. He centered the glass of his instrument on a piece of red tape fixed in the center of the distant microwave "dish", then made a reading of the degrees and minutes of the angle.

INTER-COM SYSTEM HELPS

Savastano announced his findings into an inter-com system. Inside a warm little hut located about 50 feet away, Test Foreman Zeke Armlin and Ronnie Fisk, a UHF antenna engineer, were recording the results.

Savastano, assisted by test man Bob Estes, were told to shove the big lift to another horizontal angle. They made reading after reading.

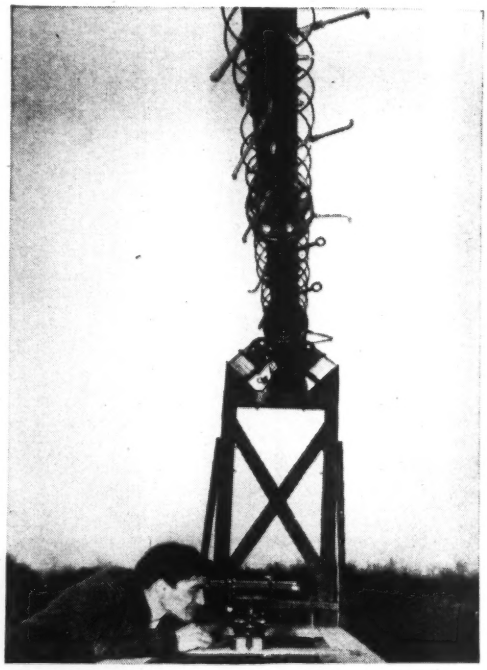
FIGURES FORM GRAPH

Meanwhile, the figures found by the transit began to shape into a graph—snaking up and down on the chart being made in the tiny hut. What the engineers call a "power pattern" was beginning to form. This allows them to measure the power gain of UHF antennas.

A TV station ordering an antenna is interested in specific power gains and "beam tilts" for the steel transmitting finger to be poked into the heavens. The test men at the hydraulic lift-antenna-"dish" setup are learning if the specifications are being met.

C and GE's Leon DeFoe of Test Design came up with the idea of seating the antennas being tested on the hydraulic lift. It enables easy manipulation in swinging the antennas to various angles.

WHUM-TV's five-bay antenna will come to rest atop a 1,000-foot tower to transmit the nation's most powerful UHF beams.



Salvatore Savastano, G-E test engineer, checks WHUM-TV's new Helical Antenna. The UHF antenna was tested thoroughly before it was "okayed" for shipment to the Reading, Pa. station.

Springfield TV Station WWLP Wages War on Antenna Towers Plummeting Ice

During and after a recent snow and ice storm, Springfield television Station WWLP—being constructed—was "under attack" by plummeting ice from the antenna tower. Chunks and icicles as long as 6 ft. and as wide as 3 inches fell on the transmitter building's roof.

Several times the sturdy roof was punctured. Serious damage was averted by makeshift roof reinforcements. But before the storm had ended, William L. Putnam, treasurer of Station WWLP, and his staff devised a plan to put a false roof on top of the building.

They intended to put removable two-by-fours on the roof over which they would weld 12 gauge wire mesh—this layer of wiring to break and scatter the ice when it hits, reducing chances of damage to building.

However, instead, with what Station WWLP calls "Yankee ingenuity", it is developing the first known "antenna tower defroster". The device consists largely of resistance cable, wrapped around the uprights of the tower. Starting at a point some 40 ft. from the ground, this cable will follow the uprights to the very top of the tower structure.

Automatically operated, the new—and as yet unnamed, unpatented—device will go on and off as soon as the temperature and humidity shall reach a certain level.

Treasurer Putnam says: "As soon as this device is installed WWLP will have racked up for itself another 'first'. Its most important 'first' will be going on the air as Springfield's first TV station—an all General Electric equipped UHF outlet."

Peoria's WEEK-TV Receives G-E UHF Transmitter

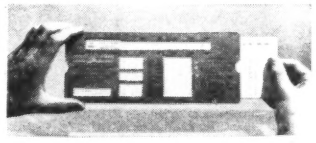
Station WEEK-TV, Peoria, Ill., recently received a UHF Transmitter, the second UHF unit to be shipped by G.E. It operates at lower power (100 watts). A special antenna was delivered by G.E. on January 23rd to boost effective radiated power many times and put WEEK-TV on the air Feb. 1.

The station has ordered a 12,000-watt amplifier from G.E. Installation will boost effective power to about 175,000 watts, with a coverage aim of 40 miles or more.

C.B. Akers, partner in WEEK-TV, explained: although the station is a basic NBC affiliate it will also carry programs of the DuMont and CBS television networks. All programs at the start will be either on film or originate in WEEK-TV's own studio. Akers expects the station to be tied into the nationwide TV network by May 1st.

FREE CALCULATORS FOR STATION ENGINEERS

Free UHF Television Range Calculators are now available. Station engineers only are eligible for this

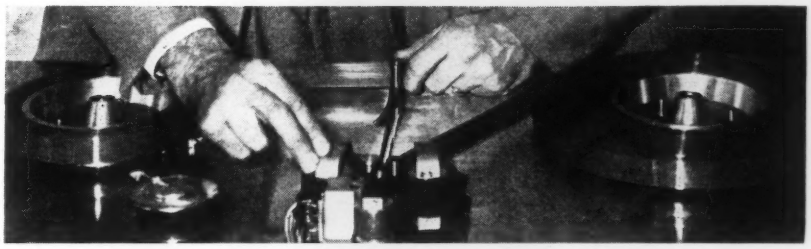


offer and may receive a calculator (as pictured) by writing *General Electric Company, Section 223-16, Electronics Park, Syracuse, N. Y.*

Engineers will use these UHF TV range calculators to estimate coverage of transmitting stations on Channels 14-83. It also covers all G-E transmitter-antenna combinations. It will give answers for ERP's from 10-watts to 10,000 kilowatts. The coverage is based upon theoretical smooth earth curves as published in ELECTRONICS magazine and published FCC experience factors.

GENERAL ELECTRIC

TAPED TV



How it will work
What it will cost
How much it will save

By Frank Healey

AS FAR as we in the tape recording field are concerned, this is the "Electronic Age"—and we will continue to act accordingly, at least until we are commercially displaced by the "Atomic Age."

Electronics provided a fascinating challenge to scientists during and since World War II. Our initial foray into the field began here at Bing Crosby Enterprises Inc. shortly after that war, in the development of tape recording equipment for radio and recorders. This was in conjunction with Ampex Electric Corp. whose tape recorders are now standard equipment for leading radio stations, recording studios and many government agencies, including guided missile developments.

We at Bing Crosby Enterprises, however, felt that more was to be developed from this newest wonder of our day. The next natural step was to achieve magnetic recording of live TV on tape.

Under leadership of our chief engineer, John T. Mullin, practical video tape recording has been accomplished after only three years of research and experiments.

The first VTR (Video Tape Recorder) unit was demonstrated in late 1951 in our Hollywood laboratories at 9030 Sunset Blvd., Hollywood. This unit was sufficiently advanced in degree of picture production during last year to insure the manufacture of recording and playback equipment capable of answering every quality demand of the television and motion-picture industries. It may safely be declared now that such a commercial unit will be available within a year, despite predictions that success would not be achieved for five or ten years.

In addition, no problem is anticipated in handling color when it is introduced to the TV industry. Tests indicate that VTR will be readily adaptable to any of the color systems now being considered.

Electronics Staff

Working under Mr. Mullin's supervision are Wayne R. Johnson, TV project engineer of BCE, his assistant, Edward J. Corey, and a highly skilled staff of electronics experts who include Dean DeMoss, Chester Shaw, Eugene Brown and Robert Phillips.

Without dwelling in detail on the technical phases of the development or describing the highly involved circuit pattern of our recorder, we can reveal, for the first time, the general specifications of our recorder and how it operates.

In physical appearance it is similar to the tape sound recorder with which everyone in the radio-TV industry is familiar. To achieve a sound-picture tape outwardly appears as simple as the recording of sound alone on tape.

This is the way a VTR functions:

A one-inch tape, similar in outward appearance to that now employed on commercial tape recorders, is used. Sound recorders run at 15 inches per second. Our recording speed for video is 100 inches per second. This may seem excessive by contrast, but is not. The secret is that our engineers have demonstrated the ability to record 260 times the "information" that has heretofore been possible to capture under any tape system now in general use. Therefore, a non-bulky roll adequately provides for recording a 15-minute program. In "scanning" the video picture to our tape, we record on 12 tracks—one for sound and 11 others for picture.

Tape in present use is made by Minnesota Mining & Manufacturing Co. It is composed of an acetate base material coated with a special magnetic oxide. A new base will shortly be produced by this company. It will be known as "Mylar," a development of duPont. Although thinner, it will be a stronger tape. In preparation also is a half-inch tape of thinner stock which will assimilate all the electronic pulses now recorded on our one-inch tape.

In a typical operation, the sound and

The old groaner will be able to croon a happy tune if the Video Tape Recorder turns out as well as promised. Here the chairman of the board of Bing Crosby Enterprises Inc. (extreme right) is brought up to date on VTR technical development by (l to r) John T. Mullin, chief engineer; Frank Healey, electronics division executive director and author of this article, and Wayne R. Johnson, TV project engineer.

XUM

Why Do 200,000 of them like Wrestling?

● The 6,000 people who jam the Minneapolis Auditorium Tuesday nights are just a corporal's guard compared to the more than 200,000 at ringside in their homes—via WCCO-TV.

Why do they like wrestling? A big part of the answer is in the skill of WCCO-TV sports announcers who (a) know the sport (b) know the viewers needs and tastes and (c) talk just enough—authoritatively, on what is going on in the ring.

It takes skill and experience to do good sports reporting . . . like the skill and 15 years experience of Rollie Johnson, Sports Director, in covering Northwest sports. And his staff know their jobs . . . from ringside to camera to transmitter to Northwest homes . . . the job is done *right* . . . on WCCO-TV.

WCCO TV Channel 4
CBS
MINNEAPOLIS • ST. PAUL
Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw
For dominant coverage of the Northwest Market

Though operation of the Video Tape Recorder will be simple, the device itself is complex. A VTR circuit is being checked by Edward J. Corey (r), assistant TV project engineer, and Dean DeMoss, electronics engineer, of the electronics division of Bing Crosby Enterprises Inc.

picture to be recorded on magnetic tape are picked up in a studio by the normal video procedure of the TV camera and microphone. Through the camera and sound equipment, an electrical signal is transferred by coaxial cable to the recorder. The machine may be on the stage where the picture is made, in a sound truck, elsewhere in the studio, at a laboratory some miles distant, or even across-country. The picture transferance over such remote distances suffers no more loss in fidelity than that incurred in present micro-wave movement.

The recording action is truly push-button. The operator has only to press a "start" signal and the "recording" button and the tape travels through recording heads just as it does in a sound-tape recorder.

Quick Playback

The recording is taken instantly, but by inclusion of a built-in playback device or "monitor" the taped picture and sound may be inspected visibly and audibly only one-tenth of a second later on this close-at-hand viewer.

Here is one of the many tremendous advantages of the system. An immediate view of an originating production is made available. There is no delay of processing, such as is necessary in motion picture filming. Thus the program producer or supervisor, in the case of a TV production, may be *immediately* assured that the recorded program is without flaws. Eliminated are tape re-winding, later inspection on playback and such delays as viewing the "rushes" on the following day.

It is conceivable that a director or producer sitting in his Hollywood office, might supervise production of a play at Rockefeller Center in New York, as efficiently as though he were present on stage there.

He could take and retake scenes, without intermittent delay, to suit the demands of his personal taste and assure himself of immediate satisfaction with program quality. Editing and timing would be merely a matter of a watch, a pair of scissors and some Scotch tape.

The program, now having been taped for later telecast needs only to be passed through the VTR. The playback machine which previously was the recorder, now "reads" back to the audience that which was recorded, recreating identically that which the video camera saw, the microphone heard, without loss in any respect either in quality of sound or picture. This picture and sound may be fed to the TV transmitter or even simultaneously distributed, via coaxial cable or micro-wave, to other areas.

One of the greatest advantages of VTR, as we have developed it, is the cost comparison. Our device will record for $50 the 15-minute 35 mm hot kinescope that now costs some $150 to produce. A regular 30-minute kinescope negative and one positive on 16 mm film now cost some $600 to produce. The Crosby VTR promises a quality picture and virtual permanence for $100, with additional dupes at the same price in any quantity desired without loss of fidelity.

The magnetic tape, of course, is erasable. Thus, not only are substantial savings in material costs achieved, but promise is made that costly delays in laboratory processing are eliminated. It is obvious that the many headaches and hazards of delayed telecasts will be a thing of the past. VTR equipment is also about half the size of kinescope equipment, therefore more portable.

In summary, some of the advantages to be enjoyed through taped television are:

Tape may be de-magnetized and re-used, thus effecting savings in material costs. Fades, dissolves and special effects may be recorded from the TV screen without use of optical printers or special-effects equipment. Since sound recording is coincident with that of picture, the dubbing process is eliminated. VTR tape will cost one-fourth to one-tenth less than motion picture film. The one-tenth of a second viewing after filming of results through the monitor will result in time and material savings since errors may be immediately detected and corrected.

Guesswork as to quality of scenes, whether in lighting, dialogue, action, camera work and other production aspects is eliminated. Thus, any defects are *immediately* visible to the VTR producer since he views the end result of his production at a split second after it is recorded.

Additionally, inserts in previously recorded programs may be easily made; scripts may be given even greater elasticity both for time and material, and production may proceed without excessive materials used.

Where film production may have proved costly, tape recording of TV shows will be comparatively simple and inexpensive. Actors will have the opportunity to participate in other activities or enjoy prolonged holidays. And their work before the tape recording camera will be accomplished under less strain, since their director will have an immediate view of their work as it will be seen by the audience. He will be able immediately to determine the quality of the scene and make the retakes where necessary without fear of "burning up film."

Finally, with both sound and picture side by side on the tape, editing is quickly and easily effected, with a single operation removing the undesirable material.

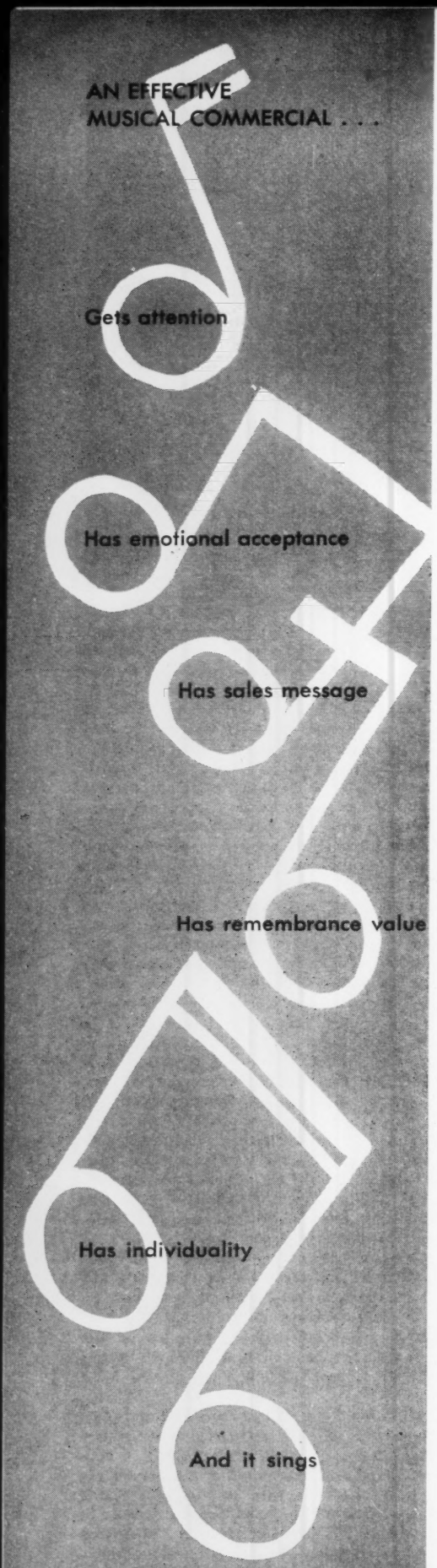
These glowing promises of great savings in production costs naturally give rise to one final question. What will the Crosby VTR cost?

A complete unit with recording and playback will sell for approximately $50,000 according to present estimates. It is contemplated that production of these machines will be under license to Ampex Electric Corp. Whether the machines will be sold or leased to TV stations, networks and motion picture studios is yet to be determined. Present progress indicates that the machines will be available by January of next year.

ABOUT THE AUTHOR

MR. HEALEY has been executive director of the electronics division of Bing Crosby Enterprises Inc. since early 1951. He received his electronics indoctrination while serving as a lieutenant-colonel in the Air Force during World War II. After the war he headed his own Hollywood radio-TV production company for four years, gave it up to join the Crosby company. Before the war he was RKO Radio Pictures director of radio-TV and before that was in the publicity and program departments of NBC, New York, for several years.

XUM



HOW TO SET YOUR

The musical commercial has become a standard advertising technique. Like all other techniques, it must be carefully planned and skillfully created. Here an expert tells how some of the most successful jingles have been prepared.

BEFORE attempting to analyze and detail the makeup of an effective musical commercial, it might be wiser first to define what an effective musical commercial is. It is a musical device that acts as a three-way stimulant to sales; first, by sales impact of performance; second, by sales impression created; and last, by the over-ride, or bonus impression, that accrues to a sponsor every time someone whistles, hums, or sings the tune thereafter.

In short, an effective musical commercial should sing sales, and more sales are usually sung when a musical commercial is conceived—not as an afterthought—but as an integral part of planned advertising strategy for all media, as, for example, Lucky Strike's "Be Happy! Go Lucky!", Falstaff Beer's "Sing Out for Falstaff!", Chesterfield's "Sound Off!" Genesee Brewing's "More People Like Genesee!"

Musts in Musicals

For a musical commercial to be effective, it must command attention; it must establish emotional acceptance; it must get over the sales message; it must have high remembrance value; it must have musical individuality, and it must sing! The first three "musts" are the basic elements of impact. The latter three "musts" are the basic elements of impression.

In order to achieve these "musts," an effective musical commercial should have the following characteristics: The first is a device to command attention, which may utilize either instrumental effects (bagpipes, drums, whistles, bells, etc.); mechanical effects (echo, filter, Sonovox, etc.; vocal effects (whispers, yodels, chorals, etc.); or word devices ("Stop—Whatever you're doing!").

The second characteristic involves the emotional acceptance factors, which are: Class, type, and age group of potential buyer; product characteristics and appeal; program association (sporting event, dramatic show, newscast, etc.), and medium use—radio, television, or both.

The factors involved in the third characteristic that puts the sales message across are: Name of product, basic message, facts, advantages, and bid for action. The high remembrance value, which is the fourth characteristic, may be built on a product's unusual or distinguishing features, as, for example, new discovery ("No Rinse Surf") or exciting action or result ("Zest").

Or, perhaps, high remembrance value may be found in trademark characterization like Goebel Beer's "Brewster, the Goebel Rooster," or product characterization illustrated by "Chiquita Banana," or the title gimmick method, "Hey, Mabel — Black Label!" used by Carling's Black Label Beer.

The Gimmick

Or high remembrance value may be achieved through a musical gimmick, which may be either descriptive of action, typified by Ajax's "Foams the dirt right down the drain—Bu-bu-bu-bu-bum," or descriptive of result as Johnson's Wax's "Makes Your Floor Shine, Shine, Shine—Shine!"

Another illustration of the high remembrance characteristic is the musical trademark for Tide that opens with an ascending musical note, vocally picked up with "Tide's In!" and followed by a descending musical note and the vocal climax, "Dirt's Out!"

The fifth characteristic centers around musical individuality. To realize this, it is necessary to establish a musical association in character with the product. It is also necessary to establish a theme that is recognizable even without lyrics. And for quick identification use, it is also necessary to individualize several notes or short phrases.

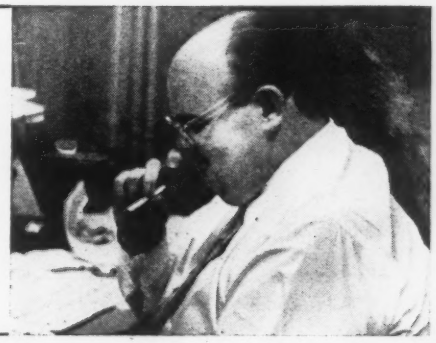
The final characteristic is that an effective musical commercial sings! And it sings when the lyrics, rhymes, rhythm and tune are good, when it is novel enough to be catchy, interesting enough to wear well, and simple enough for everyone to sing.

In writing musical commercials, a ques-

SALES TALK TO Music

By **Phil Davis**

ABOUT THE AUTHOR: **Phil Davis Musical Enterprises Inc. is one of the leading producers of musical commercials for radio and TV. Among accounts for which Mr. Davis and company have created jingles are Zest, Falstaff Beer, Hudson Paper Napkins, Goebel Beer, Camay, No-Rinse Surf, Genesee Beer, Crisco, Bab-O, Dodge, Carling's Black Label Beer and Johnson's Wax. Mr. Davis is a veteran broadcast musician, was musical director of WLW Cincinnati for 12 years, has led orchestras on many NBC and MBS programs.**



tion frequently asked is: "Which comes first? The music or the lyrics?" Yet, the very nature, or *raison d'etre* of musical advertising, dictates that the lyrics come first, and logically so. In the first place, the lyrics are the sales story.

Another salient reason for writing the lyrics first—the one most frequently overlooked by non-professionals—is that products, like individuals, have musical rhythms peculiarly theirs. Beer, for example, has a light, gay, fun-loving, dancing rhythm. Beauty soaps, on the other hand, suggest lushness, dreaminess, soft lights and sweet music. Detergents have a brisk rub-a-dub-dub rhythm and so forth.

Meter and Tempo

But whatever rhythms the product suggests, it's the spoken words of the sales story that indicate the natural meter and tempo, which, in turn, provide the clue for the rhyme pattern. In order for the melody to emphasize the name of the product, accentuate the important sell words, and punctuate the sales message with the spirit and character of the product, the lyrics should be written first.

Generally speaking, the best lyrics are those that clearly and simply express the sense and meaning of the basic copy theme and follow, as closely as possible, everyday speech. Lyrics built around too many advertising points, or lyrics that are too cute, dissipate a sales message.

On the other hand, not all copy points make good lyrics, as, for example, the "No-shift ease" copy point of the '53 Dodge. The medium itself dictates that no matter how excellent a copy point may be for printed media, it is no good if it is not singable.

Lyrics that stimulate the listener's inner world of thought, appealing to his senses of touch, smell, sight, taste, or movement, usually increase the impact of the sales message. Adjectives, however, tend to weaken a sales message, for they describe only one characteristic of a product and not the whole.

Verbs and verbal derivatives (the "Do" words) are hard-hitting, for they tell the listener to use the product, taste the product, try the product, or what the product will do if he buys the product. To say a product is something or like something ignores one of the primary interests of man—self interest!

It's for this reason that the second person "You" appeal has more force than the first person "I" or third person "He" appeals that are not aimed at the ego, or the self-interest that motivates the majority of us.

Keeping the listener's self-interest in the forefront provides the key, in the majority of instances, to a musical commercial's basic copy theme. What does the product do? What has the listener to gain by buying and using the product? In illustration, let's take the lyrics of Johnson's Wax musical commercial for Hard Gloss Glo-Coat that tells the listener:

"Glo-Coat! Use Hard Gloss Glo-Coat!
Waxes Clean! Waxes Bright!
Waxes the Easy Way! Waxes Right!
It's a Johnson Wax
That'll make Your Floor Shine—
Shine! Shine! Shine!
A Johnson's Wax
That'll Make Your Floor Shine!—
Hard Gloss Glo-Coat!"

Actually, lyrics without music are like a bride without a groom. It's the wedding of the two that makes the union. Earlier in this article, we referred to rhythmic idioms as being as natural to products as to individuals. The rhythm suggested by Johnson's Wax products has a sparkling, bright, work-is-easy-and-over-with-in-no-time quality.

The music should fit the product, suggesting not only what the product is, but what the product does. It's the music that creates the initial impact and paves the way for the acceptance of the words.

Not only does the music put across the sales message and bring out the hidden meanings within words, but it also sets the listener pleasantly, establishing his willingness to listen. Needless to say, a musical commercial, like a popular tune, does not catch on with the public unless the words make a joint impact with the music.

Words and Music

It is this joint impact of words and music that often militates against the use of public domain tunes. It is difficult to get clear-cut sponsor identification. For no matter how frequently, for example, a sponsor sings his sales story to "Shortnin' Bread," a large majority of listeners, consciously or unconsciously, will sing the words associated with the original tune, words that may be superficially forgotten, but, emotionally, they are remembered.

Another reason it's difficult to get clear-cut sponsor identification with a public domain tune is conflict of sponsorship. Let's assume, a national manufacturer of shortening decides to use "Shortnin' Bread" as his musical trademark. There's nothing he can do to stop a regional or local shortening manufacturer, baking company, or any other company, for that matter, from using the identical tune.

He can neither protect his investment, nor build equity in a public domain musical trademark that should be, but usually isn't,

XUM

as individually his as his brand name; yet his investment may run into many thousands of dollars.

The cost of a musical commercial, be it original or public domain, is an important item. And a musical commercial should not be considered unless a budget is more than adequate to provide a smooth, professional recording; for in this day of disc jockey programs and juke boxes, the public is well aware of the difference between professional and non-professional recordings.

Too, national users of musical commercials have established a standard of quality equal to the popular recordings of name bands. When a regional or local musical commercial falls below this standard, it stands out like a sore thumb. By the same token, when it meets this standard, it acquires prestige through association.

Music Costs Money

Though production costs are no small item, a musical commercial should not be considered unless a budget is large enough to buy enough time on radio, television, or both, to allow the public to catch on to it.

Assuming that the budget is large enough to provide a top recording and buy enough time, here are the step-by-step mechanics that go into the making of a musical commercial:

1: Repeat the name of the product and sales message, or slogan, with proper accent and emphasis. As previously mentioned, the rhythm of the spoken words should indicate the natural meter and tempo and provide a clue for the rhyme pattern.

2: Determine the most suitable approach, the type and character of the material, using the characteristics detailed in those factors that outline emotional acceptance and high remembrance value.

3: Plot out lyric pattern to incorporate the "musts" as set forth in the third characteristic, which is to put the message across.

4: Explore the possibility of incorporating—as an attention getter—one of the devices enumerated in the first characteristic.

5: Write the music to fit the lyrics, using the fifth characteristic as a guide. Be sure that the melody gives the best possible emphasis to the name, accentuates the right words, and punctuates the message with the spirit and the character of the product.

6: Polish it up and check with the requirements of the sixth characteristic: It must sing!

Tangibles & Intangibles

No doubt, these mechanics are an oversimplification of the many intangibles that go into any creative effort. Background and experience carry some weight. Inspiration may on occasion illuminate. But on the whole, the intangibles come as a result of constant application of pencil to paper, many false starts, and much sifting of ideas to find *the one!*

Discounting the intangibles, if your musical commercial passes inspection on all six characteristics that the majority of effective musical commercials share in common, you may be certain that the odds are pretty good that your musical commercial will be effective—will sing increased sales!

FOR CLORETS TV IS KISSING SWEET

WHEN the American Chicle Co. was ready to introduce its Clorets Chlorophyll Gum on a national basis in the fall of 1951, the company had some very specific demands to make of its advertising media.

To a country accustomed to purchasing gum with a single 5-cent coin, American Chicle was attempting to sell a product involving the unprecedented expenditure of two coins, totaling 15 cents. And its new product contained an ingredient relatively unknown at that time—Clorets was the first nationally distributed chlorophyll gum.

Heavy promotion was needed to back up its sprinkling of newspaper and radio advertising. And that promotion had to be directed to the entire family, not just single segments, such as housewives or children. Of first importance, too, was the company's desire not to become involved in a long-term contract that might not bring immediate results.

To meet these requirements, Clorets, through Dancer - Fitzgerald - Sample, bought *Rocky King, Detective* on nine stations of the DuMont Television Network in September, 1951.

Starring veteran actor Roscoe Karns, the mystery series had been telecast since January, 1950, earning comfortable ratings and good cost-per-thousand results for its previous sponsors. (During the last eight Nielsen national report periods for instance, the program averaged a 22.0 rating.) This equals 10,697,330 viewers. (Source: Videodex April 1952 Audience Composition Report.)

"Our answers were there from the outset," said R. L. Harris, American Chicle's advertising manager. *Rocky* reached the entire family; we still think the show has one of the best balanced audience compositions of all TV mystery programs. It was and is a moderately priced show, costing us at that time $5,147.50 per week as co-sponsor. As the show continued to prove its selling power, we increased our network to 35 stations, with a weekly tab of $9,921.87."

ROCKY KING

Beneath the sheet, a corpse

CLORETS COMMERCIALS

These two keep kissing sweet

The commercial is hard-sell, built around the slogan, "Kissing Sweet." Two hearts "palpitating" on the screen dissolve to a young man and woman kissing, as the announcer says:

"Two hearts beat as one when your breath is 'Kissing Sweet.' To make your breath 'Kissing Sweet' in seconds, use new Clorets Candy Mints, or chew delicious Clorets Chewing Gum."

Copy, which is prepared by Dancer-Fitzgerald-Sample's Estelle Mendelsohn, goes on to tell viewers that both Clorets products are "rich in chlorophyll, that magical green purifier. It is *active* cholorophyll—true water-soluble chlorophyll. Not synthetic. Not an imitation. Delicious minty Clorets make breath 'Kissing Sweet' in seconds."

Rocky brought results for American Chicle almost immediately. After one month of co-sponsorship (with Procter & Gamble Co.'s Ivory Flakes), more Clorets were sold in certain markets than had been sold in five months before Clorets went on TV.

Based on the December Nielsen, these high sales results cost Clorets 99 cents per thousand viewers, or 66 cents per thousand viewers per commercial minute.

"*Rocky King* has given us more listeners to our commercial per dollar than any other TV show or other advertising medium," Mr. Harris added. "The program enables Clorets to get one and one-half minutes of commercial time with the entire family—something we could not possibly attain any other way."

Proof of the pudding—Clorets recently signed for a similar DuMont co-sponsorship deal (with Bauer & Black's Curads) on the network's weekly *Twenty Questions.*

MAKE YOUR PITCH AT THE GRASS ROOTS

You can make a sure ringer everytime with part or all of Keystone's 631 affiliates — all of them are staked out in Grass Roots America — each rooted in gold — the gold of America's Richest Market — Hometown & Rural America.

KEYSTONE BROADCASTING SYSTEM, Inc.

New York: 580 Fifth Ave.
Chicago: 111 W. Washington
Los Angeles: 1330 Wilshire Blvd.

XUM

To broadcast verse

A recent amendment to the U. S. copyright law adds new complications to copyright clearance for program producers and radio and television broadcasters. Here's what you can and can't do under the revised law.

Breathes there the man, with soul so dead,
Who never to himself hath said,
This is my own, my native land!

THOSE immortal lines by Sir Walter Scott (1771-1832), plucked from "The Lay of the Last Minstrel," may be read on a George Washington's Birthday program to be produced by mythical station WOF—and WOF-TV, too.

They may be read without fear of damage suits for copyright violation.

The whole poem may be read, without any danger of court action.

Now, suppose WOF-AM-TV wants to use "The Gift Outright," one of six New England poems by Robert Frost (1875—). It deals with the spirit that inspired the nation's founders and opens with this intriguing statement:

The land was . . .

Wait a minute! There's danger ahead—real danger, with process servers and lawyers and other complications.

Why is it perfectly safe to use the Scott poem and equally unsafe to quote all or a substantial part of the Frost verse?

The answer is found in a paragraph—one long sentence, replete with commas, semicolons and a liberal garnish of legal gobbledegook.

That paragraph is known as 1(c), a new addition to the U. S. Copyright Act that became effective Jan. 1, 1953 (see separate box on opposite page).

Because of that paragraph the Frost poem, or a substantial part of it, can't be read on WOF-AM-TV without permission of the copyright proprietor (publisher, author or literary agent, usually).

Shakespeare's Safe

On the other hand, there's absolutely nothing to worry about in reading parts of, or the entire works of Milton, Scott, Shakespeare, Keats, Longfellow or any of their contemporaries.

After all, copyrights last only 56 years and these classic writers belonged to another century though their works are ageless.

Since all literary works more than 56 years old lie in the public domain, there's no copyright problem involved in reading them on the air.

Now, what about paragraph 1(c), the new copyright gimmick?

Obviously "The Gift Outright," Frost's poem, is a nondramatic literary work. That's what the new copyright amendment covers, and it's important that all radio and television stations know what it means and how it works.

To read "The Gift Outright" on the air, or a substantial part of it, might make a station liable to suit if it is copyrighted, unless proper permission is obtained.

The obvious procedure is to find out if the poem is protected by copyright.

"The Gift Outright" is included in *The World's Best*, a collection of literary works compiled by Whit Burnet and published by Dial Press, New York. Dial Press has no control over use of "The Gift Outright," since it had to get permission to reprint the poem.

The "acknowledgements" department of *The World's Best* carries this paragraph:

> Frost, Robert: Copyright 1930, 1939, 1943, 1947, 1949 by Henry Holt & Co. Copyright 1936, 1942 by Robert Frost. Used by permission of the author and publishers.

There's no question about it. If WOF reads the whole poem on its George Washington's Birthday program without getting permission of either the author or publisher (it's hard to tell which in this case), the lawyers are likely to take over.

Quotable Lines

It might be reasonably safe, however, to quote a line or two from "The Gift Outright," under a legal rule that allows exceptions. This rule is known as the "fair use doctrine." It was created over a long period by the courts to cover a "use" of a copyrighted work that doesn't lessen its value or compete with it, and helps to advance culture and education.

The new copyright law:

1—Prevents reading copyrighted nondramatic literary works on radio or TV programs without a license.

2—Makes it illegal to record a copyrighted nondramatic literary work without consent of the copyright proprietor.

Those are the main worries confronting radio-TV executives under the new law. Therefore the above passage from Scott can be used freely. There's nothing to worry about—and any copyright problem that is worry-free is refreshing to the harassed broadcaster.

Of course, even prior to last Jan. 1 it was illegal to perform a copyrighted dramatic work publicly without the consent of the copyright proprietor.

Moreover, it was illegal to perform publicly for profit a copyrighted musical work, or a lecture, sermon, address, or other work originally written for oral delivery, without due consent.

Even before the law was passed, it was illegal to dramatize a literary work or to broadcast a dramatic version of a literary work. Even the process of casting the dialogue to different actors for reading might be a dramatization.

There's nothing in the new law that changes the "fair use doctrine," according to a report that accompanied it. Broadcasters can take advantage of this doctrine by using brief quoted material from speeches, lectures, sermons and reports of events.

Though it has always been illegal to print or reprint nondramatic literary works, newspapers have printed portions of speeches and documents in the process of normal news reporting.

As a practical matter, the nondramatic literary material that broadcasters might want to read on the air fall into three groups:

1. Newspaper and magazine material.
2. Short stories, novels and recipes.
3. Poetry.

In broadcast programs that explain the comics to children, or quote newspaper editorials, there is an appreciated benefit to newspapers. There seems no practical reason why stations should change their methods.

As to short stories and novels, few stations read them on the air in nondramatic form. If they want to do this in either nondramatic or dramatic form, then they must (a) use public domain material or (b) get consent from the copyright owner.

Poets and Publishers

This leaves copyrighted poetry as the field most likely to affect broadcasters. Until recent years many publishers didn't bother to get in their contracts public reading rights in poetry. These rights frequently remain with the poet. In the last few years, though, most publishers have been using contract forms that carry radio and TV reading rights. Thus the rights may be either in the publisher or author, depending on the particular contract.

The usual procedure is to ask the copyright proprietor, normally the publisher, for permission. If the publisher does not have the rights, the request will be referred to the poet or his literary agent.

Some publishers and poets will grant free reading rights in poetry to a station for a limited period. They will generally require that the poems be broadcast without any change, with credit to both poet and publisher. Others will want to be paid for use of the poems, sometimes just a nominal fee.

If the station wants to record a nondramatic work, in addition to broadcasting it, consent must be obtained. Under industry custom in use of music, broadcasters normally don't bother to ask for consent when

Can be a curse

By J. Frank Beatty

the recording is intended merely for archive and audition purposes.

Where the recording right is licensed, the copyright owner is not limited to the statutory 2-cent maximum applying to musical works, even though this seems illogical.

A report accompanying the new copyright law says clearly that words and music of a song are regarded as indivisible, and the 2-cent fee applies where lyrics are recorded with music of a song.

An argument can be made that the new law does not apply to sustaining programs, but only to commercial programs. The court decisions on public performance of music for profit make it perfectly clear that all broadcasting by stations that sell time constitutes public performance for profit.

In one of the drafts of the new law, language had been included which prohibited only public performance for pecuniary profit. The word "pecuniary" was thereafter removed. The statement of the conference report which accompanied the new law said that in striking out the word "pecuniary" it was "with the understanding that the word 'profit' as used in the bill refers only to a pecuniary remuneration." There is no pecuniary remuneration for sustaining programs but other language in the same report is not as clear as the quoted sentence.

Who Wants To Fight?

It may be assumed, therefore, that few broadcasters will wish to invite a test of the law on this point, although, clearly, a broadcaster who has inadvertently broadcast a copyrighted nondramatic literary work on a sustaining program would be ill-advised not to raise this point in his defense.

One of the provisions of the new law is that damage for infringement by broadcasting should not exceed $100 where the broadcaster shows that he was not aware that he was infringing, and that such infringement could not have been reasonably foreseen.

This throws on the broadcaster the burden of proving that he had no knowledge that he was infringing, and that reasonable care on his part would not have disclosed that he did not have rights in the work that he used.

The limitation of damages obviously will not serve a broadcaster who has been put on notice by the copyright proprietor. Similarly, it will not justify the action of a broadcaster who embarks on a regular course of using material without making a serious attempt to check the ownership. It is to be hoped, however, that the courts will construe this provision to have some usefulness to the broadcaster and that maximum damages will not exceed $100 in cases where the broadcaster did not proceed with guilty knowledge or in wanton disregard of the rights of others.

This article has not mentioned another field of literary material, namely, jokes, anecdotes and gags. Such material is, of course, frequently included in collections, anthologies and magazines, etc. These are seldom, even purportedly, the original creation of the compiler. It is difficult to say how a broadcaster, unless he were to shut humor off the air entirely, could attempt to ascertain the original authors of jokes, many of which go back to folk lore. Therefore, while broadcasters should be careful not to recite jokes in the precise language in which the broadcaster finds them in a copyrighted printed publication, the broadcaster, it would appear, would have to take his chances and continue to use stories and gags that usually date back to before Joe Miller.

As to recipes, which are used on many homemaker programs, there seems to be no great problem. In the first place, the recipe is seldom read exactly as printed, and most homemaker personalities include their own innovations and additions.

If the same recipe book is to be used over and over on the same program, it might be advisable to get permission from the copyright proprietor, who undoubtedly will be happy to get free publicity for the book.

A PERILOUS PARAGRAPH WORTH REMEMBERING

Here's the amendment to paragraph 1 (c) of the U. S. Copyright Act, effective Jan. 1, 1953, which introduced new hazards to the broadcasting of non-dramatic literary works:

(c) To deliver, authorize the delivery of, read, or present the copyrighted work in public for profit if it be a lecture, sermon, address or similar production, or other nondramatic literary work; to make or procure the making of any transcription or record thereof by or from which, in whole or in part, it may in any manner or by any method be exhibited, delivered, presented, produced, or reproduced; and to play or perform it in public for profit, and to exhibit, represent, produce, or reproduce it in any manner or by any method whatsoever. The damages for the infringement by broadcast of any work referred to in this subsection shall not exceed the sum of $100 where the infringing broadcaster shows that he was not aware that he was infringing and that such infringement could not have been reasonably foreseen;

WHEN TELEVISION gives

complete coverage

BECAUSE

ITS POWER IS NOW 50,000 WATTS.

IT HAS A NEW TOWER 1914 FT. ABOVE SEA LEVEL.

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

IT IS LOCATED IN THE HEART OF AN INDUSTRIAL AREA.

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

This La Crosse, Wis., grocer cut back his newspaper budget to buy radio time. Was it a wise move? The answer is that volume in his three stores is up 18%.

SHOPPING NEWS PLUS MUSIC EQUAL SALES INCREASES

RADIO'S PAYOFF formula—entertainment plus information which the listener can use profitably—has netted another jackpot for an advertiser in La Crosse, Wis.

A quarter-hour morning music strip, interspersed with grocery marketing data of ever-increasing concern to the budget-married housewife, is drawing shoppers to three Harold Cram supermarkets.

Mr. Cram, at the suggestion of Verl Bratton, general manager of WKTY La Crosse, began a five-a-week show eight months ago which featured a morning appearance of Mr. Cram chatting to housewives about the day's best food bargains. He talks each day from one of the three Cram supermarkets, pointing out such homey and practicable information as "The lettuce looks bad this morning, so we've cut the price 'way down," or, "Strawberries just came in and they look real fine. The price is lower than last week, too."

Volume Up 18%

Volume in the three stores, after only eight months of radio usage, is up an average of 18%, and one of the trio has increased its sales by 39%. Monthly totals show a continuing gain, Mr. Cram reports.

Mr. Cram, as "star" on the WKTY *CRAMarketeers,* announces specials daily. Last summer, during the canning season, he sold seven carloads of fruit. The score the year before: One and one-half carloads. Radio, he admits, made the difference.

Last Thanksgiving, he chatted to listeners about buying their holiday turkeys, saying he had arranged to buy all of those produced for market by 4-H youngsters within the county. He sold 500, all the county youngsters produced, and could have sold more. The 1951 sale: Fewer than 300.

Boom in Orange Sales

After checking a morning shipment of oranges which had just arrived, Mr. Cram announced a good buy on them. Orange sales soared 500% almost immediately.

With "very few exceptions," Mr. Cram says, "exceptions which are bound to face any retailer, I can invariably count on a customer-run on items which I talk about during the show."

Well aware that listeners take him on his word, and buy according to his recommendations, Mr. Cram says, "You can be plenty sure I never knowingly offer a bum steer!"

The supermarket-owner telephones WKTY studios every morning from a store location, and his report is aired directly with use of an electronic beeper device. He spends from two to four minutes reporting notes he has taken on the quality and prices of fresh vegetables, fruits, meats and other foodstuffs which have just been delivered.

SUPERMARKET owner Harold Cram speaks to housewives each morning during the program he sponsors on WKTY La Crosse, Wis. He gives them hints on food bargains and reports on conditions of fresh foodstuffs just stocked in his three stores.

Pessimistic about the value of radio as a sales tool until this format was suggested to him, Mr. Cram cut his newspaper budget "considerably" to sign his broadcast agreement. The expenditure, long since, has been "well-justified."

Immediate Reaction

"From the very first, each of my three stores perked up with listener-customers," many just stopping in to see what the "talking grocer" looked like and remaining to buy. A merchandising man also, Mr. Cram says, "If WKTY can get people into our stores in such numbers, it's up to us to turn them from visitors into customers."

To make shopping more convenient and pleasant, Mr. Cram is remodeling one of the supermarkets to encourage a smoother and faster traffic flow through the aisles and past the check point counters. Similar expansion may be needed for the other stores, as "I'm sure our program is responsible in great measure for creating the need for remodeling."

Mr. Cram, whose first year of business showed a $50,000 gross sales figure, is now looking forward to that day in the future when his gross exceeds $1 million.

PROGRAMS & PROMOTION —

TEEN-AGE PROGRAMMING

SPECIAL Saturday afternoon program beamed at teenagers is being presented by WCMW Canton, Ohio, and the YWCA in that city. Disc jockey Nick Barry broadcasts his *Tip Top Tunes* from the Y recreation hall from 2 to 5 p.m. before a teenage audience. Prior to the broadcast WCMW staff members preside at a Radio Workshop in one of the Y club rooms when students are given pointers on the broadcasting business.

PLANET PROGRAMMING

DRAMATIC story of interplanetary research, *Frontier To Space*, has debuted on KROD-TV El Paso, Tex. Station describes the weekly series as the first of its kind in the U. S. Programs will tell the story of planet-to-planet development through interviews, roundtables and in-studio demonstrations. Dr. Russell K. Sherburne and James S. Arnold, both of Physical Science Labs. of New Mexico A & M College, will serve as nucleus personnel on the telecasts bringing in other scientists from time to time.

TV PROMOTES OPENING

TELEVISION was used by United Artists to promote its new movie "Moulin Rouge" which opened in New York on Feb. 10. The company used 125 spot announcements on WJZ-TV New York. Promotion was described as the largest 10-second announcement campaign within one-week period on WJZ-TV. Agency for United is Donahue & Coe, N. Y.

WLWT (TV) 'FORECAST'

NEWEST programming in the farm field at WLWT (TV) Cincinnati is *Forecast*, show slated for interest to both city and farm residents. Script for the Monday through Saturday show incorporates the latest market reports, news and weather as well as interviews with farmers and suggestions to the women on best household buys of the week.

SAFETY ANNOUNCEMENTS

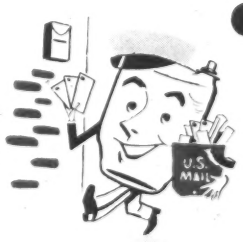
IN AN effort to cut down the great number of winter highway accidents, WHAY New Britain, Conn., together with schools in the city, is waging a campaign of education by radio. Last fall students entered a "winter safety message" contest. They were asked to submit one-minute spot announcements of their own creation. Winner in each school recorded his message at the station. A total of 14 announcements were recorded, WHAY reports, and they are being used as part of the station's safety drive.

CORRECTION

In the map (pages 78-79) accompanying the article by John B. Crandall, media director, Sherman & Marquette, entitled "How Big Will TV Be?" in last week's BROADCASTING • TELECASTING, three TV market areas were omitted by an engraver's error. The Charlotte and Greensboro areas should have been included in those on the air as of last Dec. 1, and the Lexington, Ky., area should have appeared as a future TV market which will be predominantly uhf.

The RCA 833-A, the Power Triode for 1-Kw AM transmitters

"Old Reliable" of the 1-KW's



WIDELY USED in 1-Kw AM transmitters, the RCA-833-A has become famous over the 14 years of its existence for its superior performance at low cost.

This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

It's hard to beat the dependability of operation, long service life, and operating economy of the 833-A; and it's harder still to beat the price. RCA-833-A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

XUM

FEATURES 'STUDIO ONE'

TO PROMOTE the first U. S. TV network show to be piped into Canada, Canadian Westinghouse Co., Hamilton, Ont., distributed 300,000 matchbooks among Toronto and Montreal dealers featuring *Studio One* and Monday evening times it is heard on CBLT Toronto and CBFT Montreal.

SHOW MOVES TO CAMPUS

WLS Chicago sent its *Dinner Bell Time* show to the U. of Illinois Feb. 2-3 for broadcasts in "Farm & Home Week." Carl Neuman, WLS assistant farm director, and Dick Albrecht, Illinois field editor of *Prairie Farmer*, conducted programs direct from the university's radio studios at Urbana. Rising farm costs were discussed by various authorities on the broadcasts.

DISC JOCKEY CONTEST

WISN Milwaukee, Wis., has announced a winner for its "So You Want to Be a Disc Jockey" contest, aired Saturday from 3 to 3:30 p.m. The winner, Bob Firnhaber, received an Admiral radio-phonograph combination on the station's *Cannon-Fodder* program emceed by Steve Cannon. Any listener may enter by writing, a letter in 100 words or less, telling why he or she wants to become a disc jockey. Winner is then given 15 minutes of the Cannon show. Winner each week is chosen by mail ballot and appears following week. Each person who appears receives a Columbia record album each time and five-time winners get radio-phonograph combination. Ten-time winners receive above-mentioned prizes, $100 defense bond and a week's paid job as a disc jockey on WISN.

STUDENT PRESS PARTY

SOME 200 high school newspaper editors from the metropolitan New York area attended a press party at WOR-TV New York's studios on Feb. 6 as guests of the Coca-Cola Bottling Co. of New York. The youngsters toured the studios, met newsmen and witnessed a rehearsal and telecast of *Do You Want to Be a Star?*, teen-age talent program, which is sponsored by the Coca-Cola Bottling Co., New York.

TREASURE DISCOVERY

PRIVATE participation in a hunt for buried treasure somewhere in Canada was part of a teaser campaign to announce representation in eastern Canada of CHUB Nanaimo, and CJAV Port Alberni, both on Vancouver "Treasure Island", by Stephens & Towndrow, Toronto. Mail mystery campaign to advertising agencies in the Toronto and Montreal area was completed with skull key ring and ended with a mail piece showing location of "Treasure Island" stations on a map of Vancouver Island.

CHORAL CONTEST

FOR the second straight year, WPTF Raleigh will sponsor a choral contest offering prizes amounting to $150 for winners in mixed voice and women's voice groups. Last year 21 counties entered the competition. This year's event has already drawn 26 entries. Contest gets under way Feb. 21 when the first group will be heard.

CHILDREN'S SERIES

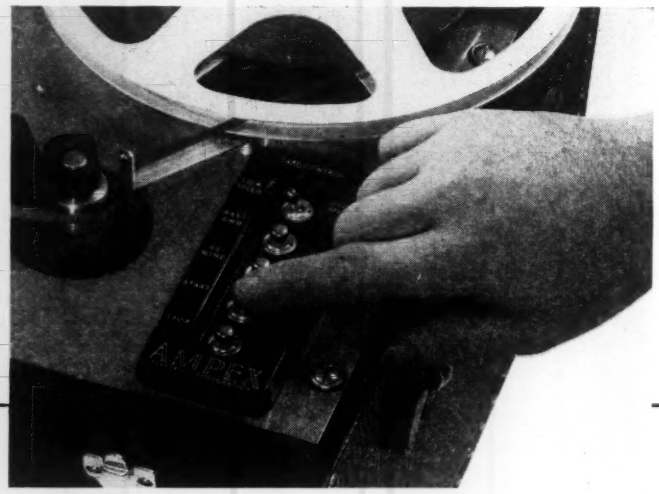
SERIES of programs designed for young tots was launched Feb. 2 by WLS Chicago. Titled "Freddie the Fabulous Field Mouse," the program is part of the station's *School Time* which has been on the air for 16 years. "Freddie" recites verses and conducts tours of the zoo and other places of interest each Monday, 1:15-1:30 p.m. Series, aimed at children of kindergarten and primary grade age, was planned by Josephine Wetzler, WLS director of education.

LIVING ROOM SHOPPING

MAY Co., L. A. department store chain, has started *The Complete Department Store of the Air* on KLAV-TV Hollywood to enable the viewer to "shop in the comfort of her own home." Telecast five times weekly for an hour, the program is scheduled on a trial basis. Complete department store set, including aisles and counters, has been constructed. There are 105 telephone operators available to take orders and answer questions. The promotion idea, a year in the making, was devised by Frances Corey, publicity and advertising director of May Co., Don Fedderson, station vice-president and general manager, and Bernard Weinberg, owner of Milton Weinberg Adv. Co., Los Angeles, agency servicing the account.

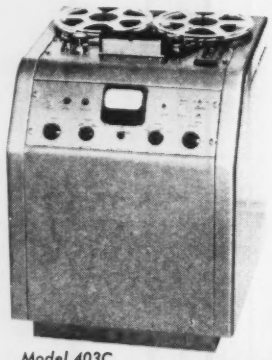
ICE CAPADES BENEFIT

ICE CAPADE stars appeared in an hour-long remote telecast benefiting the March of Dimes drive on WJAR-TV Providence Jan. 16. To achieve mobility with two cameras, Norman Gittleson, manager of operations, ordered a ramp constructed which permitted close-up



AN AMPEX IS ALWAYS READY TO GO

— Even after thousands of hours of service



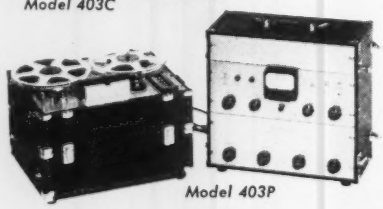
Model 403C

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*



Model 403P

If you plan for tomorrow, buy an AMPEX today

AMPEX

MAGNETIC RECORDERS

For new broadcast application bulletin, write

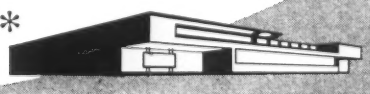
AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

For commercials
with impact... it's

TV Film Spots
A LA KLING

Kling studios

* CHICAGO
601 North Fairbanks Court
HOLLYWOOD
(Ray Patin Productions) 6650 Sunset Boulevard
NEW YORK
affiliated with Thompson Associates • 40 E. 51st St.
DETROIT
1928 Guardian Building
*



Pacing, integration, movement, photographic excellence, art direction—these are the elements that make for maximum impact and TV selling power. Kling blends these and other ingredients from creative storyboards to finished commercials with dramatic effect.

In both animated and live spots, Kling's consistent leadership stems from long experience, superior facilities, and top creative talent. *Only Kling offers all three.*

Put this three-way key to the test and you see the result: Award of excellence from the New York Art Director's for the Godchaux Sugar commercial produced by Kling's Hollywood animation division headed by Ray Patin.

For Ideal Dog Food, this three-way key resulted in a Kling-produced commercial that was chosen among the top ten of the best remembered TV spots by the Advertest Research Bureau.

Our modern, fully equipped studios in Chicago and Hollywood are at your service. Let us give you the top quality results you want—commercials that sell. Kling gives you Advertising Knowmanship plus Hollywood Showmanship!

These Kling TV spot syndications are now available:

1. **Bank spots—cartoon animation**
2. **Beer spots—series one (testimonials)**
3. **Beer spots—series two (beer with food)**
4. **Bread spots—stop action photography**
5. **Ice Cream spots**

Now on the presses! Our new booklet of inside information about Kling services. Write for your free copy.

your only single source for:

ADVERTISING AND EDITORIAL ART
DISPLAYS
PHOTOGRAPHY
TELEVISION FILMS
SLIDE FILMS
MOTION PICTURES
SALES TRAINING
AND MAINTENANCE MANUALS

IN-STORE displays offered to food and drug advertisers by WMAL-AM-TV Washington, D. C., as part of its "Customer Contact" plan are discussed by (l to r): William D. Murdock, president of advertising agency which bears his name and handles Food Town grocery chain account; Kenneth D. Berkeley, vice president and general manager of *Washington Evening Star* stations, and Alan R. Klompus, advertising manager and buyer for grocery chain. Advertisers who buy time on stations get product displays in Food Town stores and/or Peoples Drug Stores [B•T, Jan. 26].

shots on the ice and backstage switching. More than $2,500 was donated within five days after the showing.

DALLAS RELIGIOUS SERIES

PREPARATIONS are under way for national distribution of a religious TV program, *The Pastor Calls*, which has been produced by the First Methodist Church of Dallas and presented over KRLD-TV Dallas for the past three years. A 13-week filmed series of the program, which will be made by the Radio and Film Commission of the Methodist Church, will be turned over for distribution to the National Council of Churches of Christ in the U.S.A.

BLOCK MIAMI SHOW

HAL BLOCK, gagwriter and comedy star of CBS-TV *What's My Line?*, stars in his own late-night show *Miami Block Party* over WTVJ (TV) Miami starting last Thursday. Program runs from 12 midnight to 12:30 a.m. Monday through Friday and features guest interviews with the many show business personalities currently appearing in Miami and Miami Beach. The show is programmed from the WTVJ main studio, which will be arranged so it can accommodate an audience of about 300 guests. Mr. Block will continue to make his regular weekly appearance on *What's My Line?*. He will fly to New York each weekend for the program.

PROMOTION FOR DJ

WAVZ New Haven, Conn., promoted the arrival of a new station disc jockey, Bob E. Lloyd, by mailing postcards to 1,500 regular listeners, and by photographing Mr. Lloyd with a groundhog for publication in weekly newspapers on the date of his first program, Feb. 2 (Groundhog Day). Advance on-the-air promotion was made by the broadcasting of riddles concerning the new disc jockey's arrival, causing listeners to telephone the station for the answer to the riddle. Result was that Mr. Lloyd was receiving fan mail before he went on the air.

WKRC-TV SPORTS EXTRA

WKRC-TV Cincinnati is giving viewers of Wednesday night boxing matches over that station something extra. The station follows up the fights by showing *Sports Parade*, in which a prize-ring figure discusses the preceding bout. Immediately afterward a Joe Palooka full-length movie is shown.

WEWS (TV) AIDS TRIO

WEWS (TV) Cleveland was responsible for a local entertainment trio being signed up for an engagement with a Cleveland night club when the night club owner, visiting station studios, saw the trio performing on the station's *Steps to Stardom*, local amateur show.

TEN YEARS AFTER YEAR AFTER YEAR AFTER YEAR AFTER YEAR AFTER YEAR AFTER

survey after survey

1952 International Public Opinion Research, Inc., whose President is Elmo (Bud) Wilson, former CBS Director of Research, conducted a survey among 541 leading agency and advertising executives Lists came from Blair, Weed and Free & Peters.

BROADCASTING • TELECASTING was first as the journal "most read"; first as "most useful"; first as "most dependable"; first as "most effective for station advertising."

1951 Fact Finders Associates conducted the first personal interview study of agency-advertiser readership. Petry, Katz and CBS Radio Sales supplied the lists.

BROADCASTING • TELECASTING was first by 313% for news; first by 445% for advertising effectiveness.

1950 WTOP, 50,000 watter, Washington, D. C. asked 800 national advertisers and agencies which radio-TV publication "would you use if you were in our place trying to reach YOU?"

BROADCASTING • TELECASTING was first by 196%.

AND DOWN THROUGH THE YEARS

They started in 1936 and someone surveyed somebody every year. Regardless of the questions, regardless of the list, **BROADCASTING • TELECASTING** has been first in every category. Whether news, accuracy, dependability or advertising effectiveness.

WKNX-TV Exposition

THEY'RE hankering for television in the Saginaw-Bay City-Midland area of Michigan, according to WKNX Saginaw, which plans to go on the air with WKNX-TV on Ch. 57 in March. The station reports it sponsored a four-day television exposition Jan. 13-16 which drew audiences of more than 15,000.

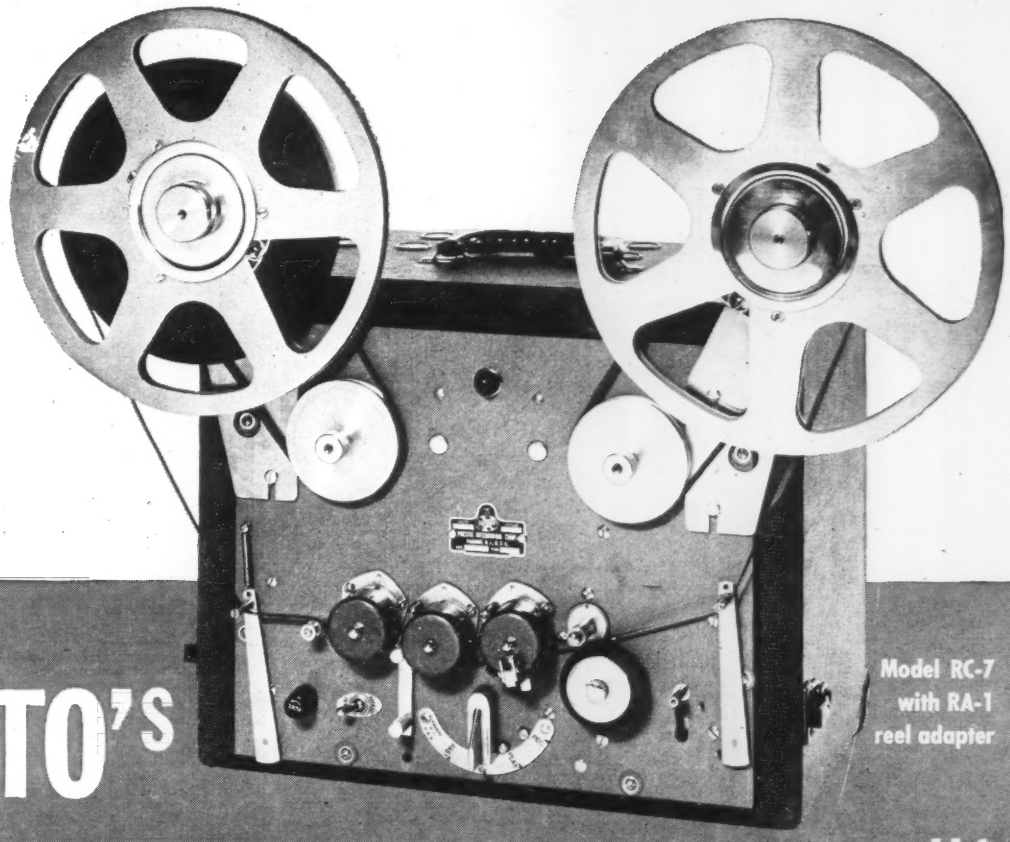
The exposition, held at the Saginaw Civic Auditorium, featured 11 professional stage acts shown live via closed circuit, with WKNX-TV equipment televising the performances to TV sets displayed in booths on the main floor. Films were televised between live shows.

Continued promotion by WKNX and newspaper ads sent attendance zooming, with the first day's abbreviated performance (6 to 10 p.m.) drawing 2,000. Succeeding days' exhibitions lasted from 2 to 10 p.m.

Every seat in the auditorium was taken and station personnel were forced to coax the crowd from the stage where WKNX-TV equipment was on view, according to President William J. Edwards and Secretary-Treasurer Howard H. Wolfe, who planned the event.

WKNX reports the exposition's cost was about $18,000, with an admission charge of 50 cents for adults, and that ticket stubs were good for some $6,000 in TV equipment. Local dealers, numbering about five or six for each of the 15 distributors who rented space at the exposition, sold sets and built up prospect lists.

Names represented included Alliance Tenna-Rotor, Arvin, Capehart, Crosley, DuMont, Emerson, General Electric, Hallicrafters, Motorola, Olympic, RCA Victor, Silvertone, Spartan, Wells-Gardner and Westinghouse.



Model RC-7
with RA-1
reel adapter

PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

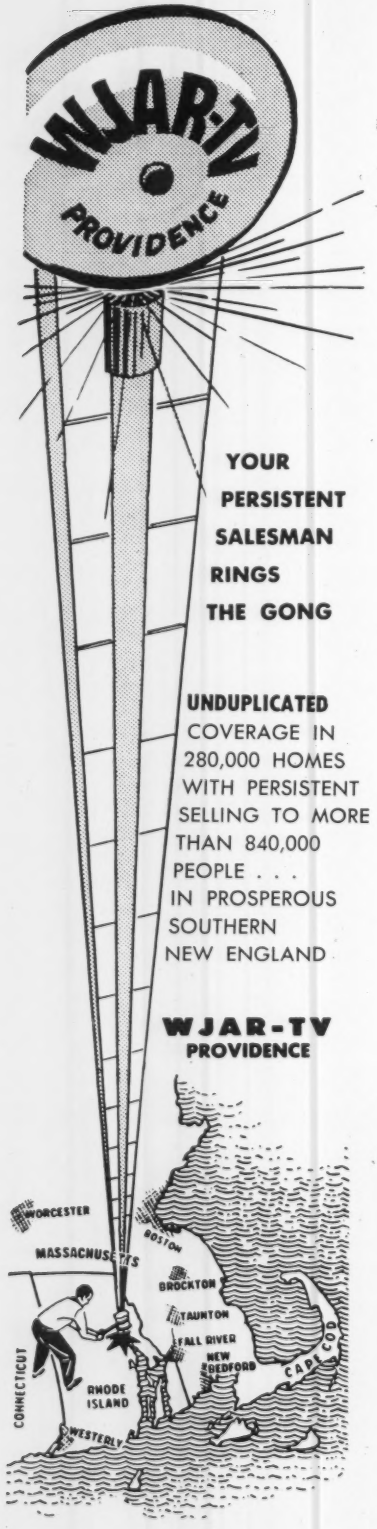
- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

XUM



Represented Nationally by
Weed Television

Advertisers

Wilfrid S. Rowe, formerly with National Assn. of Mfrs., appointed advertising manager of Sterling National Bank & Trust Co., N. Y.

Jack O'Connor, Southern California section sales manager, Phillip Morris & Co., promoted to regional sales manager in charge of eight western states and Hawaii. He is succeeded by **Bill Morland.**

Agencies

Ernest A. Jones, vice president in New York office of MacManus, John & Adams, has been named a member of board of directors and will return to agency's headquarters in Detroit as supervisor of Dow Chemical Co. account. **R. A. Brewer,** presently in Detroit, is transferring to New York office.

Don Blauhut, Peck Adv., N. Y., to Raymond Spector Co., that city, as head of radio-TV department. He held similar position at Peck.

Jerome S. Stolzoff, Foote, Cone & Belding, Chicago, to Biow Co., N. Y., in account management group.

Bernard Lubar, assistant director of radio-TV continuity at Ruthrauff & Ryan, N. Y., named department director.

Marie Meighan, Joseph Katz Co., N. Y. and Baltimore, to Byrde, Richard & Pound, N. Y., as space and time buyer.

Alan Harvey, copywriter and TV producer, Frank J. Miller Adv., Hollywood, to Action in Adv., L. A., as TV producer-writer-announcer.

Lloyd Durant, TV commerical production manager, Compton Adv., N. Y., to Biow Co., same city, as a TV creative supervisor.

Emmett H. Crotzer, account executive, Buchanan & Co., L. A., to Anderson-McConnell Adv., that city, in same capacity.

George Balsam, former vice president, Steller, Millar & Lester Inc., L. A., to Boylhart-O'Connor, same city, as account executive.

DORRIS CARR, KRON-TV San Francisco personality, and Dan J. Bonfigli, partner in Guild, Bascom & Bonfigli agency, same city, were married in Reno Jan. 24. Miss Carr stars on *Golden Gate Movie Time* and *Club 4*. Mr. Bonfigli is vice president of the San Francisco Art Directors Club.

Myra Jane Barry to Lee Ramsdell & Co., Phila., as administrative assistant to **Gerald F. Selinger,** vice president.

Stanley Kolker appointed traffic control manager of Lavenson Bureau of Adv., Phila.

William H. Shriver Jr., former radio director for National Council of Catholic Men, Washington, D. C., to radio-TV staff, VanSant, Dugdale & Co., Baltimore.

Harvey L. Cary, Ralph H. Jones Co., Cincinnati, to Allen & Reynolds, Omaha, as account executive.

Larry G. Kurtze, director of creative programming, Crosley Bcstg. Corp., Cincinnati, to Henri, Hurst & McDonald, Chicago, as writer-producer.

Charles N. Burnaford Jr., Conde Nast Pubs., to Grey Adv., N. Y., in account executive division.

Robert Goulder, advertising manager, Ballonoff Metal Products Co., Cleveland, opens **Robert Goulder Adv.,** 1010 Euclid Ave., same city.

Donna Quigley, Frank Best & Co., N. Y., to Cayton Inc., that city, in TV department.

John P. Heverly, vice president, Botsford, Constantine & Gardner and radio-TV director of agency's Seattle office appointed chairman of volunteer public information committee for Seattle-King County Chapter of American Red Cross.

Nicholas E. Keesely, vice president in charge of radio and TV for Lennen & Newell, N. Y., named to 1953 radio committee of Arthritis & Rheumatism Foundation.

L. Warner Evans appointed assistant account executive at Lewis & Gilman, Phila. **William Kane Jr.** named assistant to head of agency's media department. **Nelson Ross** added to production department.

Joseph T. McCourt appointed head of special accounts div., Gray & Rogers, Phila. **Jules L. Hoffman,** formerly on agency's research staff, and **Richard S. Lee,** copy staff, Strawbridge & Clothier, Phila., now on agency's copy staff.

W. Earle Chase, Ruthrauff & Ryan, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as supervisor.

Harry R. Leckrone, WLW Cincinnati farm editor, to public relations department of J. Walter Thompson Co., Chicago.

Raymond E. Prochnow, vice president, Yambert-Prochnow Inc., Beverly Hills, has sold interest in firm to **Vaughn Shedd,** agency vice president, and has joined Ringer & Assoc. Inc., L. A., as an associate.

James P. Ellis appointed head of film production department, Kudner Agency, N. Y., with **Bruce Allen** serving as assistant.

Robert Hussey named vice president in charge of all media at Foote, Cone & Belding, Chicago. He has been media department manager.

S. J. Hamilton to Dancer-Fitzgerald-Sample, Chicago, as vice president and account supervisor for Falstaff Brewing Corp.

Claire Kerlee, Hollywood free lance writer, to Shore Assoc. Corp., that city, as account executive.

James Witherell, research director, Russel M.

WORKSHOP...

*is proud to announce its new UHF antenna**

the ultimate in—

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

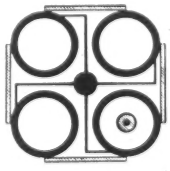
Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

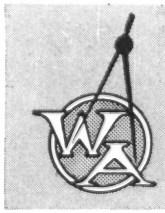
Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

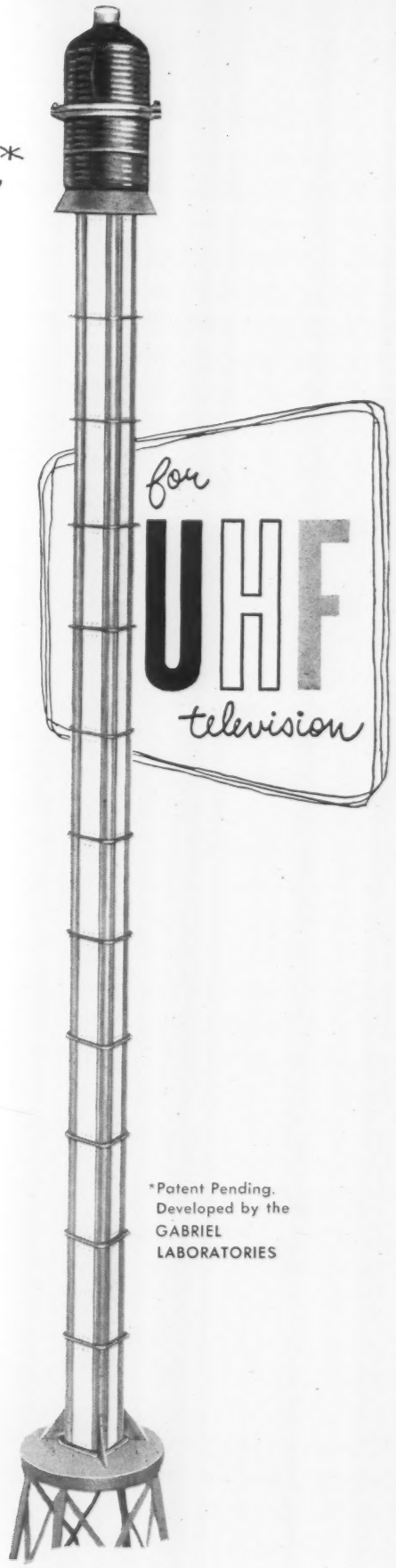
This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.



Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.
DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS



*Patent Pending. Developed by the GABRIEL LABORATORIES

Seeds Co., Chicago, assigned duties of media supervisor that office.

Andrew J. Tobin, Charles Brunelle Co., Hartford, to J. H. Mathes Co., N. Y., as staff executive in publicity and public relations.

Roger Patrick, radio-TV director, Mayers Co., L. A., to Grant Adv. Inc., Hollywood, as account executive.

Samuel Williams Meek, vice president and director of J. Walter Thompson Co., named chairman of Public Information Campaign for Crusade of Freedom Greater New York campaign.

Paul Guerin, head of own Beverly Hills advertising agency, and **Jack Johnstone,** space representative, Kimball, Menne Co., L. A. (publishers' representative firm), form **Guerin-Johnstone Inc.** with agency headquarters at 125 S. Alvarado St., L. A. Telephone is Dunkirk 5-1788.

Dexter Glunz, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., transfers to Dancer-Fitzgerald-McDougal Inc., S. F., as creative director.

Gene Fox, radio-TV director, and **Daniel W. Layman Jr.,** account supervisor on Lockheed Aircraft Corp., both of Foote, Cone & Belding Inc., L. A., elected vice president. **Russell H. Nagle,** vice president, Erwin, Wasey & Co., that city, to FC&B in executive capacity.

Richard Meade, copy department, J. Walter Thompson Co., S. F., promoted to account executive.

Judith Cortada, formerly trade news editor of ABC, to publicity director, Wexton Co., N. Y.

Wallace R. Fish appointed Minneapolis-St. Paul sales representative for Kerker-Peterson & Assoc., Minneapolis.

John LaCerada, owner of John LaCerada Adv., Phila., elected vice president of Professional Writers Club, that city.

Stations

Ralph B. Hunter, formerly with NBC-TV New York, to WWJ-TV Detroit, as program and production manager.

Mr. Hunter

Robert J. McAndrews, commercial manager, and **Cliff Gill,** operations manager, KBIG Avalon, Calif., named commercial coordinator and operations coordinator, respectively, of John Poole Broadcasting Co. which includes KBIF Fresno, KPIX (TV) Los Angeles and KBIG.

Don Allen to staff of WNCC Barnesboro, Pa.

W. C. Porsow, manager, WJON St. Cloud, Minn., to WNAM-AM-FM-TV Neenah, Wis., as assistant to **Don C. Wirth,** manager.

Arthur E. Haley, general manager of WORL Boston, appointed Northeast radio director for National Conference of Christians and Jews.

Jack D. Funk, director of news and special events, WSMI Litchfield, Ill., appointed program director.

David Fulton to WBSR Pensacola, as program manager.

Larry Crenshaw appointed program director, WCMA Corinth, Miss., after discharge from U. S. Navy.

Luis Gallup, promotion director, WLW Cincinnati, to WLWC (TV) Columbus, Ohio, as promotion and publicity director.

Paul Barnett appointed program director and head of sales promotion, KNEA Jonesboro, Ark. **Dave Banks** named news, farm and special events director there.

Jacqueline Salisbury to WSYR Syracuse, N. Y., in continuity department. **Walter Stonger** added to station's engineering staff.

Donald William McKee, traffic department, Lever Brothers, Baltimore, to WBAL-AM-TV that city, on sales service staff.

Robert L. Pratt, manager, KGGF Coffeyville, Kan., elected to board of directors and secretary of Midwest Broadcasting Co., owner of station.

George Halleman, former manager of WAAF Chicago, and **Frank McLaurin,** sales manager, KWRN Reno, to KFMB-TV San Diego, as salesmen.

Dick Brown to WLEU Erie, Pa., as account executive-newscaster.

Roy Rector, TV consultant for KOIN Portland, Ore., appointed to head new school of TV drama of Portland Civic Theatre.

Robert B. Tufts, auditor, General Electric Co., appointed manager of finance for firm's WGY and WRGB (TV) Schenectady and five shortwave stations in operation for Dept. of State.

Don Veta, assistant manager, KVWO Cheyenne, Wyo., appointed manager there.

Dave D. Palmer, vice president and treasurer, WOC-AM-FM-TV Davenport, Iowa, elected president of city's Chamber of Commerce.

Rolland V. Tooke, assistant general manager, WPTZ (TV) Philadelphia, presented with certificate of merit from Philadelphia County Medical Society on behalf of station's *You and Your Health* series.

Richard L. Deibel, staff announcer, KVAL Brownsville, Tex., to KURV Edinburg, Tex., as program director.

Herman Liveright, TV staff director, ABC New York, to WDSU-TV New Orleans, as producer-director.

James E. Moffet to KLRA Little Rock, Ark., as assistant farm service director.

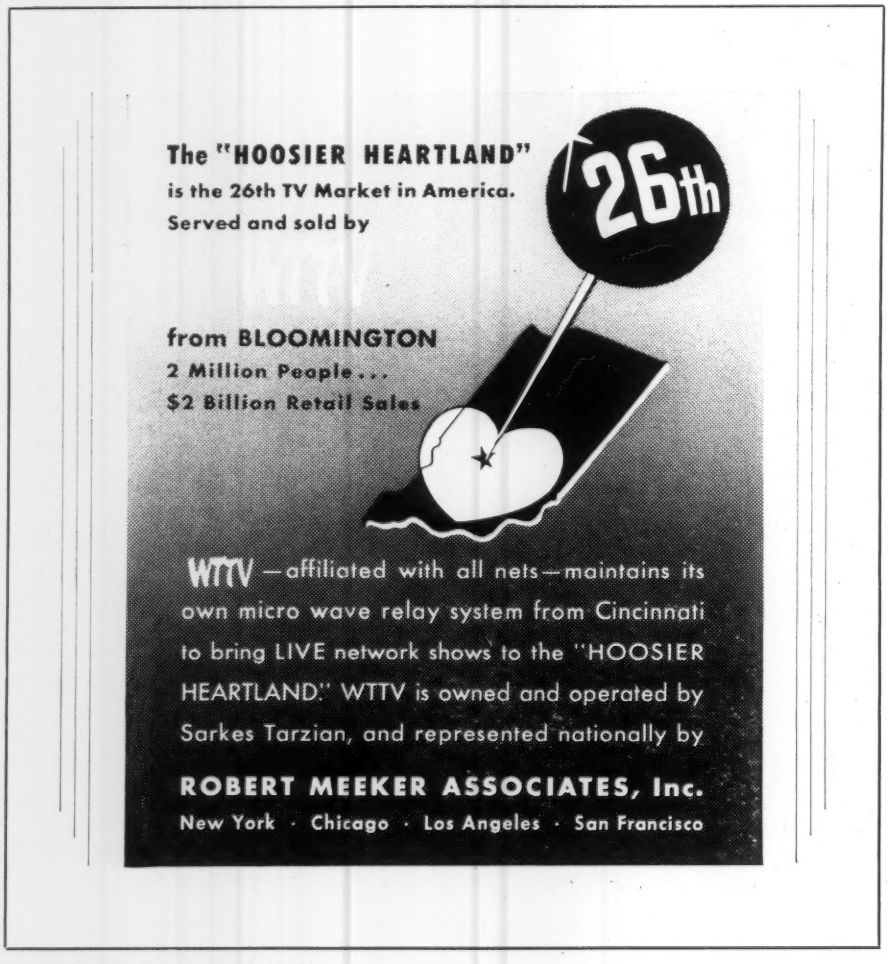
Dody Sinclair appointed head of merchandising and public relations, WJAR-TV Providence, R. I., after discharge from U. S. Navy.

Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, appointed chairman of nominating committee for Philadelphia Council of Boy Scouts of America.

Ralph DeSalle to KCBS San Francisco as writer-producer.

Jerry Hallas, legislative correspondent, WTIC Hartford, Conn., elected president of Laurel Club, organization of state Capitol reporters.

John B. Gambling, WOR New York personality,


The "HOOSIER HEARTLAND"
is the 26th TV Market in America.
Served and sold by
26th
from BLOOMINGTON
2 Million People...
$2 Billion Retail Sales
WTTV — affiliated with all nets — maintains its own micro wave relay system from Cincinnati to bring LIVE network shows to the "HOOSIER HEARTLAND." WTTV is owned and operated by Sarkes Tarzian, and represented nationally by
ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

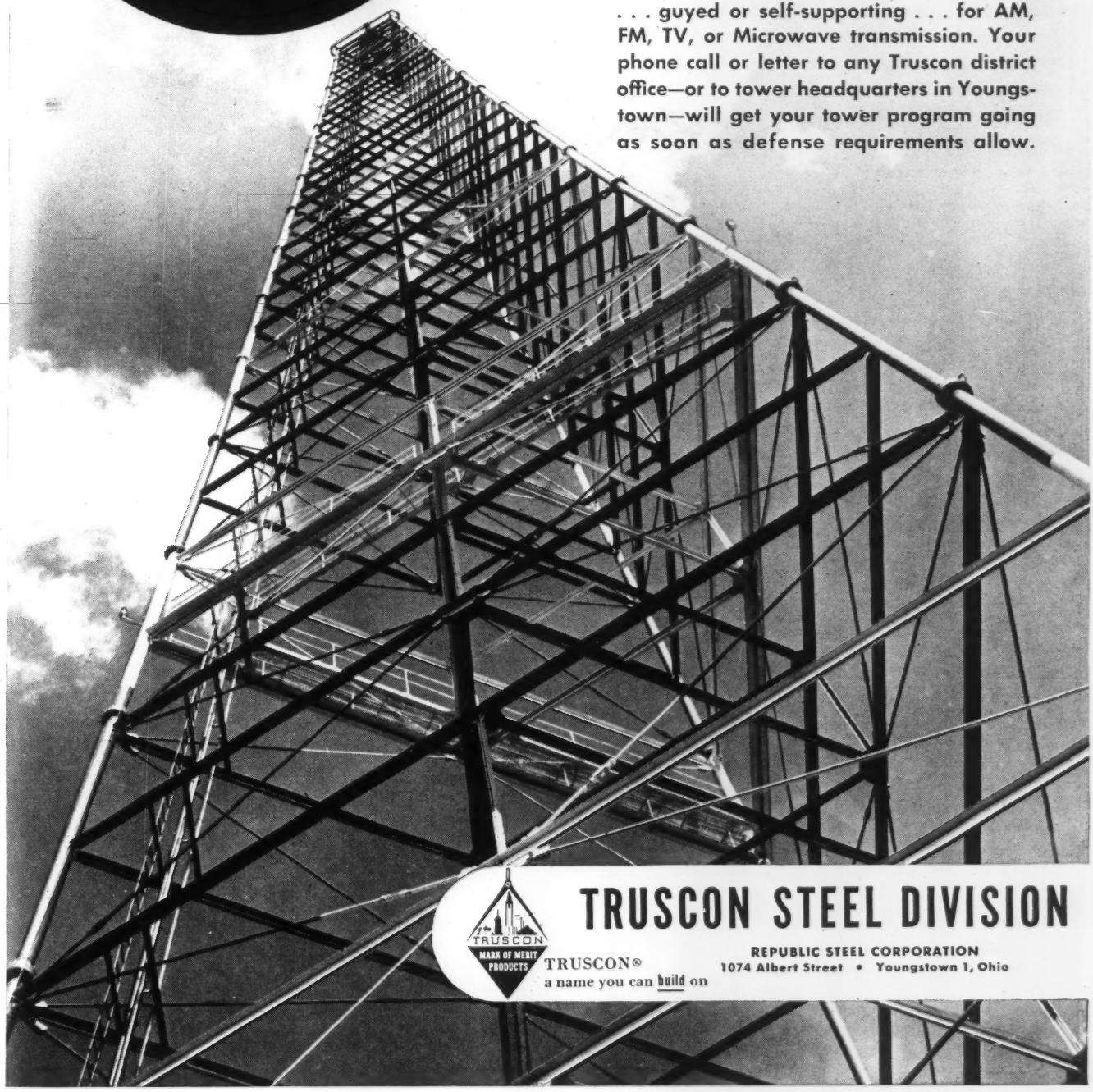
TRUSCON STEEL TOWERS

FOR AM • FM • TV MICROWAVE

year 'round reliability
for 'round-the-clock programing

When your towers are by Truscon, there's less chance of your log reading "off the air" during storm seasons. Truscon-designed and engineered radio towers stand strong and tall under all kinds of weather conditions—and in all kinds of topography.

Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.



TRUSCON STEEL DIVISION

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON®
a name you can build on

REPUBLIC STEEL CORPORATION
1074 Albert Street • Youngstown 1, Ohio

appointed to board of directors of Salvation Army Assn. of New York.

Sieg Smith, onetime sports commentator and announcer, WGR Buffalo, to KNXT (TV) Hollywood's *International Wrestling* in same capacity.

Joe Cope to KCOW Alliance, Neb., as announcer-salesman after service with U. S. Army.

Gene Baldwin, chief announcer, KFKA Greeley, Col., promoted to promotion and sports director. **Del Orman,** KCOL Ft. Collins, to KFKA announcing staff.

J. H. Smolin, advertising and promotion director of NBC's WNBC-WNBT (TV) New York, appointed advertising and promotion supervisor for film division, Television Film Sales.

Specs Munzell to production staff, WIS Columbia, S. C. **Levonne Spahr** and **Mary Smoak** added to staff as continuity writer and program librarian, respectively.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, appointed to serve on Pennsylvania committee for Crusade for Freedom.

Spade Cooley, star of KTLA (TV) Hollywood *Spade Cooley Show,* adds new weekly 25-minute program on Columbia Pacific Radio Network and KNX Hollywood.

W. R. Hasbrook, WOKY Milwaukee, to KFXM San Bernardino, Calif., as account executive.

Sam Margolin, supervising engineer, KBIG Avalon, Calif., transfers to KPIK (TV) Los Angeles in same capacity.

Tommy Bernard, Hollywood TV actor, to act as host-m.c. on KNXT (TV) that city *Palladium Party,* weekly half-hour program featuring the current band at the ballroom.

Bill Rose and **Oliver Lee Kirkland** added to sales staff KONA-TV Honolulu as account executives. **Frank Fitch Jr.** appointed chief engineer there, assisted by **Nevin Fahs,** in charge at transmitter, and **Young O. Kang,** in charge of studio and remote operations.

Tom Young, merchandising representative, WEEI Boston, transfers to station's local sales staff.

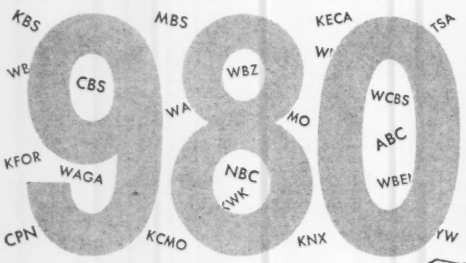
Roberta Linn, singing star on KTLA (TV) Hollywood *The Gypsy* and *Lawrence Welk Champagne Music,* named "Miss Audio Fair" by Audio Engineering Society for musical exposition held recently.

Jack F. A. Flynn, program administrative assistant, WPIX (TV) New York, father of boy Feb. 9.

Jane Harrelson, WIS Columbia, S. C., and Russ McElwee, salesman at WIST Charlotte, N. C., have announced their engagement.

John Rovick, who portrays Sheriff John on KTTV (TV) Hollywood's *Cartoon Time,* father of girl, Sandra Jane, Feb. 4.

Tom McCollum, director at WSYR-TV Syracuse, father of girl, Anne Marie, Feb. 1.



RADIO STATIONS TELL HOW MINITAPE PUTS NEW LIFE INTO PROGRAMMING

MINITAPE is a completely self-contained recording unit that allows it to be carried as a one man portable mobile recording unit, "MINITAPE" goes where news is being made!

LOOK AT THESE FEATURES:

- Recordings of Network Quality
- Convenient Shoe Box Size
- Weighs Only 13 Pounds
- Standard Tape Speeds
- Rechargeable Battery

MODEL M5A
$249 Complete
f.o.b. Hollywood

SEND FOR FREE BOOKLET "YOUR BOOK OF 10 PROGRAMMING IDEAS"

*MINITAPE World's leading self-contained battery operated magnetic tape recorder is the registered trade mark of the Stancil-Hoffman Corp.

STANCIL-HOFFMAN CORP

921 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA

CABLE ADDRESS: STANHOFF

H. J. Geist, 60 E. 42nd St., New York 17, N.Y.
W. Cozzens, 220 Kedzie St., Evanston, Ill.
S. W. Caldwell, 150 Simcoe St., Toronto 1, Ont.
S.O.S. Recording, 1545 S. Beretania, Honolulu
W. B. Taylor, Signal Mountain, Chattanooga, Tenn.

Representatives

Dan Schmidt III, CBS Spot Sales and formerly southeastern manager for George Hollingbery & Co. and NBC, to Free & Peters, station representative firm, as account executive in New York office.

Gabriel P. Dype to Detroit office of Blair-TV Inc., as account executive.

Networks

Eugene M. Purver, assistant to **Ned Marr,** resident counsel in legal and labor relations department, CBS Hollywood, named director of labor relations for network.

Mr. Purver

Charles A. Henderson, publicity director, NBC-TV *Victory at Sea* series, appointed publicity director of NBC-TV film division.

Dr. Franco Sammartino, director, RAI Radio Palermo, Italy, in Hollywood under auspices of State Dept. to study American TV engineering techniques.

Jerry Beranek, engineer in charge of radio technical operations; **Herb Pangborn,** engineer in charge of TV technical operations, and **James French,** engineer in charge of radio and TV technical maintenance and construction, all CBS Hollywood, promoted to managers of respective areas.

Eugene R. Meyers, former WTAM Cleveland sales manager and recently with Edward Lamb Enterprises, to CBS Radio Spot Sales, Chicago, as account executive. **Esther Rauch** replaces **Patricia McMullen** as manager, CBS Radio Spot Sales availabilities department.

Marie McWilliams, ABC employment manager, appointed director of personnel.

James Flood, 57, director of several films in CBS-TV's *Racket Squad* series, died Feb. 4.

Gus Bayz, sound technician, CBS Radio, Hollywood, and **Lucille Surdam,** editing department, CBS that city, will be married May 17.

Hank Weaver, newscaster, ABC Western Division, father of girl, Feb. 6.

Equipment

Rear Admiral Timothy J. O'Brien, USN (ret.), board member, Skiatron Electronics & Television Corp. N. Y., elected vice president.

M. L. Myers appointed assistant general sales manager of Sparton Radio-Television, Jackson, Mich.

C. L. Petty appointed district sales manager of Philadelphia office, A. P. Green Fire Brick Co., Mexico, Mo. (fire-clay refractories and industrial insulations.).

Neal F. Harmon and **Roy D. Jordon,** General Electric Co., Syracuse, N. Y., presented with

WHAT PRICE KENAUYAKSAIT?

1. For hundreds of years the coast of Baffin Island in Northern Canada has been an Eskimo home and hunting ground. The Baffin Island Eskimos were known throughout the North for their skill as seal hunters and fishermen. They lived on raw seal meat and raw fish. Their existence, while primitive, was a happy one.

2. Eight years ago the Canadian government set up a system of family allowance under which the Baffin Island Eskimos received $5 a month for each child—as did all other Canadians. These allowances, called "kenauyaksait" by the Eskimos, represented more money than most of them had ever seen at one time.

3. To the Eskimos, their new-found wealth meant they didn't have to hunt seals or catch fish any more. Most of them left their hunting and fishing grounds and moved in close to the trading posts where they received their monthly handouts and could buy the niceties of civilization.

4. The Eskimos' new life was soft and easy—for they had complete *security*. But because they no longer needed to provide for themselves they lost all *vigor* and *ambition*. As a result, the government is now trying to get them to move away from the trading posts and start producing or forfeit their allowances. But this is next to impossible to accomplish. For the Eskimos have grown to *depend* on their *security* so much that they have no desire to return to their former life of *freedom* and *independence*.

5. The important point of the story is this: enslavement by *security* isn't something that happens only to Eskimos. In fact, millions of people all over the world see nothing wrong with a welfare society. But welfare plans are like dope. The doses are small and pleasant at first, but they eventually enslave us. For that reason, we Americans must maintain our *self-reliance*, our *productivity* and our *freedom*. For these things, after all, are responsible for America's greatness.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON,
THE AMAZING PURPLE MOTOR OIL

joint Charles A. Coffin award for promoting civil defense communications program which has benefited firm.

William H. Neil appointed regional manager in St. Louis territory for Admiral Corp., Chicago. **Charles F. Gill** named to same position in Kansas City area and **Ralph C. Routsong Jr.** in Louisville.

William P. Maginnis elected vice president and chief engineer of Federal Telephone & Radio Corp., Clifton, N. J., an IT&T-associated company. Mr. Maginnis, who will direct telephone, radio and vacuum tube engineering for Federal, joined the company in 1951 after 21 years with RCA.

A. W. Wheeler, manager of Graybar Electric Co.'s Shreveport branch, appointed manager of New Orleans branch, effective March 1. **B. F. Benning,** manager of lighting and lamp sales for Graybar in Dallas, succeeds Mr. Wheeler at Shreveport.

George Krygier, liaison engineer at CBS-Columbia Inc., Brooklyn, named administrative engineer.

Lee Ballengee, Chicago manager, General Instrument Corp., to parent plant in Elizabeth, N. J., as assistant sales manager, replaced by **Benjamin V. K. French.**

PURCHASE of *TV Guide* magazine by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia), with a view to making it the nucleus of a new national publication for TV viewers, has been announced by Walter H. Annenburg, Triangle president. Discussing plans are (l to r): Sam Perlman, publisher of Triangle Publications; Roger Clipp, WFIL-AM-FM-TV general manager who will serve as business liaison between Triangle and *TV Guide*, and Jim Quirk, Triangle public relations manager. Triangle, which publishes the *Philadelphia Inquirer*, put out the old *Radio Guide* from 1931 to 1943.

Program Services

Patricia Harris, talent agent, Lee, Harris & Draper, N. Y., to William B. White Agency, Beverly Hills, talent agency and program packager, as head of TV department.

■ SALES POTENTIAL?

■ MARKET DATA*

POPULATION	3,299,300
RETAIL SALES	$1,828,557,000
EFFECTIVE BUYING INCOME	$2,873,118,000

* Source: S.M. 1952

■ MERCHANDISING

ASSISTANCE BY PROMOTION AND PUBLICITY STAFF TO ALL CLIENTS DESIRING LOCAL ACTIVITY.

■ CONTACTS

FOR MORE INFORMATION CONTACT YOUR NEAREST KATZ AGENCY OR WRITE LAWRENCE H. ROGERS II, VICE PRESIDENT AND GENERAL MANAGER.

100,000 WATTS CHANNEL 3

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

IN PUBLIC SERVICE

Happy Valentine

YOUNGSTERS from broken homes in the Warren-Youngstown, Ohio, area had a happy Valentine's party with the aid of WHHH Warren and general manager Carl J. Raymond. Mr. Raymond, cooperating with the Optimist Club and the Mary Carr American Legion post, aired a three-day request for unsigned Valentines for the children's party. Six thousand greetings were mailed from surrounding towns and as far away as Ontario, Canada. Mailing benefited 73 children in the Thumbull County Children's Home.

Neighbor Calls WKIC

TWO mentions on WKIC Hazard, Ky., brought help to a local family which had been burned out of their home by a fire. Because most of the furnishings had been destroyed, a neighbor asked WKIC to broadcast an appeal for donation of a washing machine. That same day, six listeners offered a washing machine and a seventh volunteered a radio.

Ear for 'Good' News

WHEN vandals damaged a high school in Tacoma, Wash., during a weekend, causing temporary closing down of the school, KMO that city aired a message that students needn't show up Monday. Result was that of 2,000 students only six appeared at school that day.

WLEE Blood Drive

BUOYED with its earlier success in a drive to encourage blood donations upon the first visit of the Red Cross Bloodmobile, WLEE Richmond, Va., saturated its day and night schedule with announcements designed to spur pledges. When the Bloodmobile first came to the city, WLEE sports director Joe Mason reported, the station was credited by local Red Cross directors with raising one-third of all donations received.

KWOS 'Pledge-a-Pint'

COLE COUNTY, Mo. passed its quota of blood in the Red Cross Bloodmobile campaign early this month, thanks to KWOS AM-FM Jefferson City. When other appeals failed to bring in the necessary 388 pints, station officials stepped in to conduct an intensive spot campaign for one week before the Bloodmobile arrived, five-minute direct pickups from the truck during its two-day stopover and a four-hour *Pledge-A-Pint* program on which professionals donated their time.

WTVJ Blood Drive

WHEN WTVJ (TV) Miami, Fla., turned its studio into a branch of the Dade County Blood Bank, it collected more than 150 pints of blood. The blood bank moved equipment and beds into the studio. Several donors made their contributions before the TV camera. Project was instituted by Alex Gibson, star of WTVJ's *Alex Gibson Show.*

"Just keeps Rolling Along"

(Photograph courtesy of Federal Barge Lines)

"MOVING THE GOODS" IN THE Memphis Market

The mighty Mississippi is another important factor that keeps the Memphis Market growing, as evidenced by nearly 100,000 automobiles and over two million tons of freight handled annually at the port of Memphis.

Many alert advertisers are moving more goods at less cost by concentrating on the "better half" audience covered by WREC. You get **both** rural and metropolitan listeners and cover the entire 76-county area with one schedule. Ask a Katz man to show you the latest Standard Audit and Measurement Report, and Hooper ratings that **prove** this important point!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

CAB Sessions March 9-12 Feature Programs, Talks

U. S. speakers to highlight forums during first part of CAB's annual convention. Closed business sessions will take up last two days.

PROGRAMMING will feature the first two days of the annual convention of the Canadian Assn. of Broadcasters at Montreal's Mount Royal Hotel, March 9-12, with closed business sessions the last two days. U. S. broadcasting executives will be the main speakers during the first two days at forum sessions, according to the advance agenda.

CANADA

Among speakers will be Mrs. Harriet Moore, psychological services director, Social Research Inc., Chicago, who will discuss, "Pitfalls to Avoid in Programming"; Harold Fellows, NARTB president, Washington, "How to Live With Television and Survive"; Wallace Wulfeck, William Esty Co., New York, "Behavior Dynamics for Business," and Ted Cott, NBC New York, "Programming for Audiences."

The first two days also will include advertising agency matters, a business forecast and review of public service programming by Canadian stations. Social functions will include a fashion show and luncheon for ladies, a cocktail party by Canadian Pacific and Canadian National Telegraph Cos., and the annual dinner March 10. Awards to be presented include the John J. Gillin Jr. Memorial Award, Canadian General Electric Co. award, and quarter-century awards to CAB members.

Business sessions March 11-12 will include a report by General Manager T. J. Allard, Sales Manager Pat Freeman, discussion on surveys and survey companies, revision of the constitution, discussion on editorialized broadcasting, financial reports and annual elections.

New Strategy for VOA

VOICE of America launched a new broadcast offensive to peoples behind the Iron Curtain last week, following the lead set by Secretary of State John Foster Dulles in a diplomatic letter to the Communist government in Poland.

Attempting to take a positive position, VOA broadcasts offered sympathy and understanding to Communist-dominated peoples, pointing out that the U. S. is interested in "any genuine struggle of men to be free and masters of their own thoughts and souls."

JOAK on 3,000

TV TOOK the air in Japan Feb. 1, just 25 years after radio was introduced by the government-owned Japanese Broadcasting Corp. Three-day opening events on JOAK were estimated to have been seen in 3,000 television homes in the Tokyo area.

JAPAN

U. S. TV Show Ratings Up In Canada's Toronto Area

INCREASING interest in American TV programs in shown in the January report of Elliott-Haynes Ltd., Toronto, for viewers in the Toronto-Hamilton-Niagara area, who own more than half the TV sets in Canada.

CANADA

During January the WBEN-TV Buffalo share increased from 77.1% to 78.5% of the audience, highest since CBLT (TV) Toronto began operating in September. CBLT's audience dropped from 22.9% in December to 21.5% in January. The WBEN-TV increase was due in part to its power boost and new tower.

Most popular CBLT (TV) Canadian programs were *NHL Hockey* with rating of 51.6, *The Big Revue* 31.6, and *Canadian Sports Film* 23.1. Most popular U.S. programs were *TV Playhouse* 80.8, *Dragnet* 78.1, *Ford Theatre* 75.9, *Comedy Hour* 75.8, and *Circle Theatre* 75.5.

Sets-in-use ratio in January was the highest on record, 82.2.

For the first time a survey was made in the Montreal area, which contains about a sixth of Canada sets, and one station, CBFT (TV) Montreal. Average sets-in-use rating was 47.2 for January. Most popular programs, with ratings, were *NHL Hockey* 68.9, *French Quiz* 53, and *The Big Revue* 52.4.

Jennings to Head Programs In Executive Shifts at CBC

CHARLES JENNINGS, assistant director general of programs of Canadian Broadcasting Corp., Toronto, has been elevated to director of programs, succeeding E. L. Bushnell, who recently became assistant general manager.

CANADA

Along with Mr. Jennings a new assistant director has been named, Marcel Ouimet, who was formerly director of CBC's French network. Both will deal with national programs, while Mr. Bushnell will act as coordinator of TV for CBC besides other duties.

Rene P. Landry, CBC personnel and administrative services director, has been moved up to regional director for the province of Quebec, and is succeeded in his former post by Marcel Carter, until now executive assistant to the CBC general manager, J. A. Ouimet. Ira Dilworth, supervisor of program production, has been appointed regional director for the province of Ontario. Both Messrs. Landry and Dilworth will be management representatives in the CBC.

Cuban Station Changes Reported Under NARBA

CUBAN government has notified FCC of the following changes in its broadcast authorizations, under terms of the 1950 North American Regional Broadcasting Agreement (NARBA).

CUBA

Bayamo, Oriente, new AM station on 1260 kc, 250 w fulltime, to be synchronized with CMCI Havana; Class IV. Effective March 14.

CMJS Ciego de Avila, Camaguey, 1580 kc, 250 w fulltime; assigned call letters, change in location and characteristics. Effective March 14.

CMKI Guantanamo, Oriente, change to 1110 kc, 250 w daytime, 100 w night; Class II. (Changed from 1400 kc.) Effective upon entry into force of the agreement.

MAB Elects, Changes Name At Annual Convention

FINLAY MacDONALD, CJCH Halifax, was re-elected president of the Maritimes Assn. of Broadcasters at a recent annual meeting [B•T, Feb. 2]. Malcolm Neill, CFNB Fredericton, and Mr. MacDonald were re-elected MAB representatives on the board of directors of the Canadian Assn. of Broadcasters, and Gerry Redmond, CHNS Halifax, was re-elected secretary, with Fred Lynds, CKCW Moncton, as treasurer.

CANADA

Name of the association has been changed to Atlantic Assn. of Broadcasters. It includes independent stations in the Newfoundland, New Brunswick, Nova Scotia and Prince Edward Island provinces.

CBC Budget Estimates Decline Slightly

ESTIMATES for government expenditures on the Canadian Broadcasting Corp. for the fiscal year 1953-54 total $8,431,550, down from $8,517,408 for fiscal 1952-53 ending March 31. This includes the annual grant of $6,250,000 recommended by the Massey Commission in 1951, and funds for national television programming. It does not take into consideration any sum to replace the annual $2.50 listener license fee which brings CBC about $6 million.

CANADA

4A's Aids 'Truth' Drive

AMERICAN Assn. of Advertising Agencies (AAAA) announced last week that more than 50 agencies are cooperating in the State Dept.'s "Campaign of Truth" by sending surplus magazines to U. S. Information Centers in 42 foreign countries. AAAA has sent to each of the 199 centers a packet of materials telling the story of American advertising and agency business.

THE LATEST WCKY STORY

WCKY *SELLS* FOR YOU

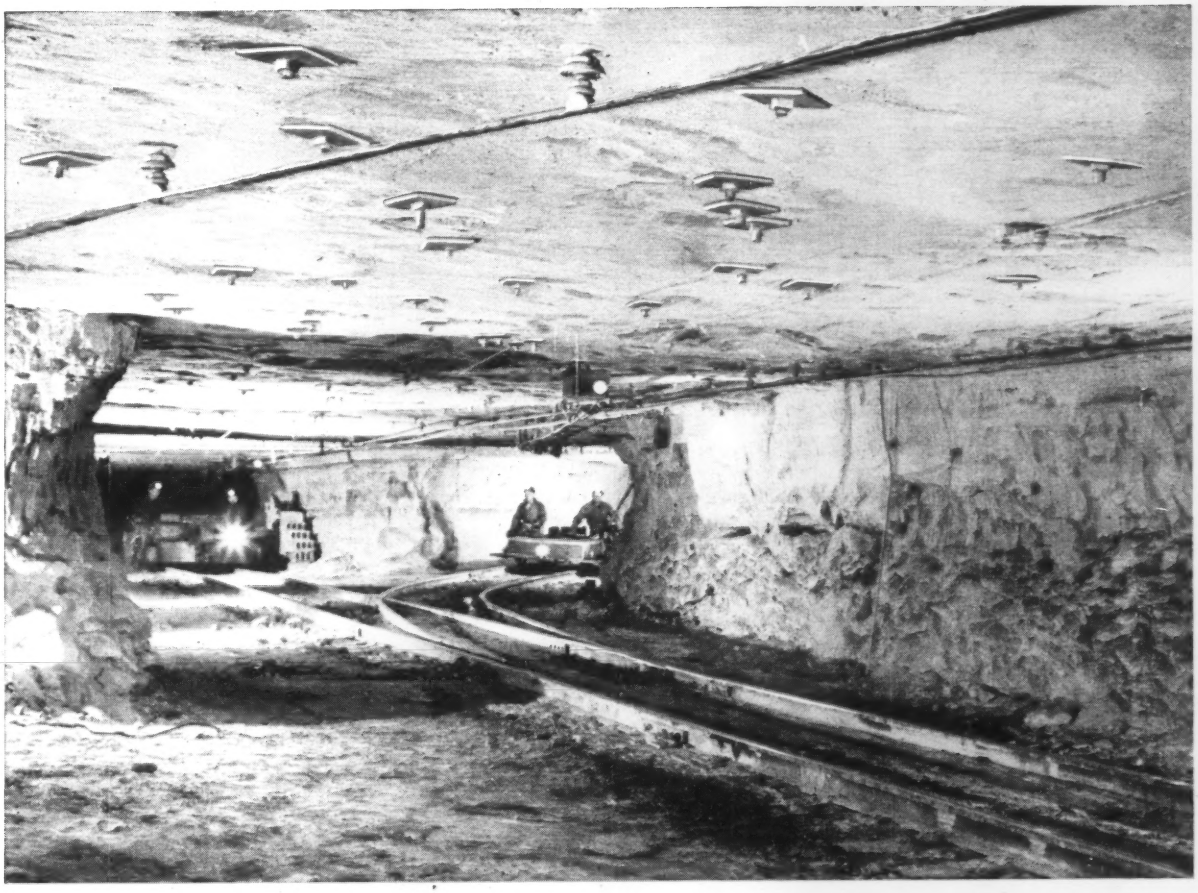
Proof in Actual Orders sent Direct to the Station

Shows WCKY outsells all other stations.

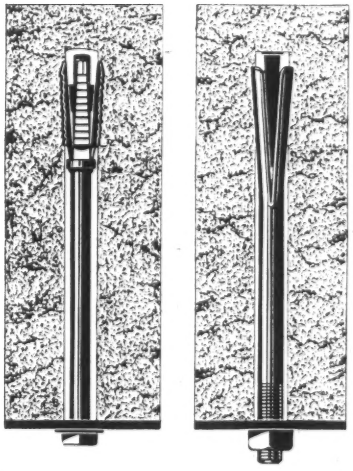
Put your advertising on WCKY and watch

The Sales Results.

WCKY CINCINNATI



"Sky Hook" Roof Supports Are Boon to Mine Safety



Bethlehem makes two types of roof bolts: the square-head bolt with expansion shell (*left*) and the wedge-type or slotted bolt (*right*). With either type, when the bolt is installed the upper end expands, gripping the sides of hole.

One of the mining engineer's oldest problems is how to provide sure, solid support for roofs. Miners have long had to put their faith in makeshift timber roof props that necessarily were haphazard and undependable. Records of the U. S. Bureau of Mines show that half of all mine accidents have resulted from collapsing roofs.

Now there is a better, more dependable way to support mine roofs — the mine-roof bolt. The roof bolt is ingenious — the nearest thing to the fabled "sky hook" that you're ever likely to see.

When Bethlehem Mine-Roof Bolts are used, the roof actually supports itself. What happens is that the roof bolts, which come in lengths of from 2 to 8 feet, consolidate the strata of rock to form what amounts to a single, deep, tremendously strong beam.

The best proof of how mine-roof bolts improve safety and operating efficiency is the way that mines are going for them.

The Bethlehem Steel plant at Lebanon, Pa., is turning out our two types of roof bolts by the thousands. More and more mines are changing to roof bolts, with the result that efficiency is improving and accidents due to roof-falls, once the bane of mining, are growing fewer every day.

BETHLEHEM STEEL

BETHLEHEM STEEL

Station Data to Agencies

A NEW weekly service to keep advertising agencies up-to-date on Canadian stations represented by All-Canada Radio Facilities Ltd., has been announced by that representation firm. Each week agencies receive from All-Canada offices throughout Canada, a file folder on one station represented by the firm. The folder contains complete data on the station—its broadcast policy and history, personnel, coverage, market, feature programs, promotion activities and success stories.

CANADA

A personal call by a sales representative of the firm to the various agencies follows up the folder. From time to time the agency will be sent new data sheets to replace outdated sheets in each folder.

British Transmitter Ordered

FIRST order for a British TV transmitter has been placed by Canadian Broadcasting Corp. with Canadian Marconi Co., Montreal, for construction by Marconi Co. in England. The transmitter will be 5 kw for the CBC Ottawa outlet. It will use a high gain antenna on Ch. 4, and will have an effective radiated power of 55 kw. Late spring delivery is scheduled for possible use by the time of the June 2 coronation of Queen Elizabeth II.

CANADA

Local Radio Advertising Statistics Planned

PLANS are under way to obtain for the first time a monthly figure on local radio advertising in Canada. Independent stations will forward data to regional broadcaster association committees on how much time is sold to local advertisers next November, classifying the material according to merchants. Regional totals will be sent to Canadian Assn. of Broadcasters where various classification totals will be tabulated.

CANADA

Educational TV Topic On Atlantic City Agenda

EDUCATIONAL TV was to have a large place at the convention of American Assn. of School Administrators in Atlantic City Feb. 14-19. Joint Committee on Educational Television set up consultant service at Ambassador Hotel with JCET committee, staff members and special consultants in attendance, plus TV studio and architectural exhibits at Convention Hall. TV studio was to be used for live educational programs, followed by evaluation discussions three times daily.

Among those scheduled to be present at convention were Belmont Farley, National Education Assn.; Franklin Dunham, U. S. Office of Education; Ralph Steetle, JCET executive director; Walter B. Emery, JCET special consultant; E. Arthur Hungerford Jr., JCET engineering consultant; Richard Hull, Iowa State U. (WOI Ames), and I. Keith Tyler, Ohio State U. (WOSU).

Mass. State TV Group

MASSACHUSETTS state commission studying educational television and possibility of a state-owned station has asked the state legislature for $100,000 and continuance of the commission for another year.

If approved, this would give the 13-man commission of senators, representatives and private citizens until Feb. 15, 1954, to complete its video survey. The $100,000 would go toward preparation of plans for acceptance of the FCC-assigned Ch. 2 before the June deadline. The possibility of proposing an extension of the FCC-set deadline is expected to be reported on to the legislature by the new special TV commission before May 15.

RCA Grants Fellowships

THREE RCA scientists and engineers have been granted fellowship awards by RCA to enroll for graduate work toward a doctor's degree, Dr. C. B. Jolliffe, vice president and technical director, announced last week. The men are Kenneth W. Robinson, Los Angeles, who will study electrical engineering at Princeton U.; Robert M. Hansen, Baton Rouge, Louisiana State U., and Ivan H. Sublette, Haddonfield, N. J., electrical engineering at the U. of Pennsylvania.

Pupils Like Inaugural TV

INTENSE school interest in NBC's six-hour TV coverage of the Presidential inauguration Jan. 20 has been reported by network affiliated stations throughout the country.

WFAA-TV Dallas officials said school authorities there reported that 59,600 pupils watched inaugural proceedings on TV. In Fort Worth, according to WBAP-TV, the figure was an estimated 30,000.

WBRC-TV Birmingham reported about 20,000 of Jefferson County's 45,000 pupils watched the event. Total of 157,000 youngsters in Grand Rapids and Kent County saw the inauguration telecast, according to WOOD-TV Grand Rapids estimates.

Other NBC-TV stations which noted strong school interest in the special coverage were WOI-TV Ames, Ia., KNBH (TV) Los Angeles, WOC-TV Davenport, WAVE-TV Louisville and WSPD-TV Toledo.

Opposition to N. Y. Plan

OPPOSITION to proposed state-operated educational TV stations in New York was voiced Monday at the opening of the New York State Society of Newspapers Editors winter meeting. Despite recommendation of the State Board of Regents, Garth A. Shoemaker of Elmira, president of the Citizens Expenditure Committee, said the proposal was "a shotgun approach to education," and that the state had no more reason to operate a TV network than a newspaper chain.

Dr. Lewis A. Wilson, state commissioner of education, said the 10 proposed stations would not operate as a network, and would not be used for propaganda or "thought channels." Others taking an affirmative stand were Dr. Cornelius W. Kiewiet, president, U. of Rochester, and Benjamin Wollis, Buffalo's superintendent of schools.

Educational TV Advisors

ADVISORY committee of 30 California citizens has been appointed by Gov. Earl Warren to assist in development of the state's proposed eight educational TV stations. Among the appointments were Arthur Westlund, president, California State Radio-TV Broadcasters Assn. Inc., Oakland; Donn B. Tatum, director of TV, ABC Western Div.; Dr. William H. Sener, director of telecommunications, Allan Hancock Foundation, U. of Southern California; Lewis S. Frost, director of public relations, NBC Western Div., and Charles L. Glett, vice-president, CBS Hollywood.

NW School Buys KBOK

KBOK Waterloo, Iowa, has been sold to the Northwestern Theological Seminary and Bible Training School, Minneapolis, for a reported sale price of $56,000. BROADCASTING • TELECASTING of Feb. 2 incorrectly reported KBOK's call letters as WBOK.

service (SRDS) ads help **sell** spot time

WSYR
COVERS ALL OF
Rich Central New York
WSYR
SYRACUSE
BMB Nighttime
Audience Families
214,960
A Stable Market
Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market. All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is also the center of a rich agricultural area.
Distribution Center
Because it is literally the hub of New York State, with five transportation facilities, Syracuse has become a major distribution center. Many large consumer-goods companies have their division offices and warehouses here. Wholesaling is a big-volume business. The 1948 Census of Business shows 739 wholesalers doing an annual volume of $547,000,000 and 147 manufacturers' sales branches with an annual volume of $243,000,000. And there has been a substantial growth since then.
Skilled Labor
One of the factors that has made Syracuse an important manufacturing center is the vast pool of skilled labor available. An enlightened labor-management policy has kept this a peaceful labor area. But Syracuse is not merely an "industrial city." It is a center of higher education; a medical center; a tourist attraction — with people who live primarily in single dwellings — most of which are occupant-owned — who get out occasionally for their recreation but who can be reached in their homes with good radio programs — and sales messages. Syracusans are well off — booming department stores sales (Federal Reserve Board September 1952 index, 116) are one indication. They are worth your best selling efforts, directed through their radio station — WSYR.
WSYR SYRACUSE
NBC AFFILIATE
WSYR-AM • FM • TV—The Only Complete Broadcast Institution in Central New York
WRITE, WIRE, PHONE OR ASK HEADLEY-REED

SERVICE-ADS like this help advertisers and agency people learn more about a station's market and its coverage of the market. They provide this information *at the very time it is wanted and needed.*

by helping SRDS users **buy**

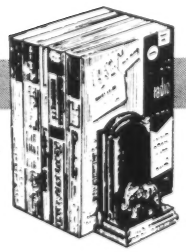
Radio station managers who place SERVICE-ADS next to their listings in STANDARD RATE have good cause to believe that this supplementary information is heartily welcomed by many SRDS users.

In the course of exploring the needs and practices of SRDS users we have, over the years, encountered many comments like the following direct quote from an interview with an agency vice president:

"When I go to client conferences I always take STANDARD RATE with me. It is not unusual for the client to bring up a question about this paper or that radio station and ask, 'What do you know about it?' I can always turn to SRDS; and if there is a good ad—an ad that gives me a clear picture of the facility—I can at least give him a good outline of the publication or radio station from its listing in STANDARD RATE."

If you would like to see the results of hundreds of interviews with advertisers, account executives, media directors and others who influence radio selection, send $1.00 for a copy of "Spot Radio Promotion Handbook." It is organized to tell you *who* influences station selection, *what* they want to know about individual stations, *where* they turn for information.

"service (SRDS) ads help sell time by serving SRDS users"



S R D S

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **Canadian media** rates and data • **consumer markets,** serving the market-media selection function

XUM

► WOR New York will celebrate its 31st anniversary Feb. 22 by special programming which will outline the history of radio on its regularly scheduled shows. Station started as a 250 w outlet atop Bamberger's department store in Newark and is currently a 50 kw operation.

► WTIC Hartford, Conn., last Tuesday observed its 28th anniversary and announced it is inaugurating a 12-hour daily music schedule on its FM outlet, WTIC-FM.

TWENTY-YEAR service pin goes to J. Grant Carey (r), supervisor of the 50 kw transmitter for WBT Charlotte, N. C., from Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. and general manager of WBT-WBTV (TV).

► MARK TOALSON, production manager of WSB-TV Atlanta, has been elected to the 25-year-club of the Atlanta *Journal-Constitution*, published by Atlanta Newspapers Inc., station licensee. He joined WSB's engineering department in 1927.

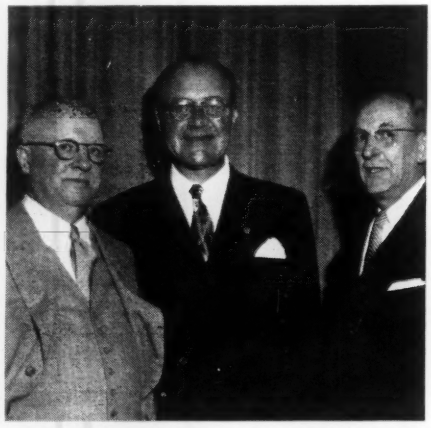
► JOHN DePROSPO, executive officer of the Municipal Bcstg. System, which operates WNYC-AM-FM New York, has completed 35 years of service with the City of New York. He was transferred to WNYC in 1937, after serving in a city clerk post.

► WEAV Plattsburg, N. Y., celebrated its 18th anniversary Feb. 3. In 1953 the station was known as WMFF operating on 1340 kc with 100 w. A year later, FCC granted a power boost to 250 w and to 1 kw in 1948. WEAV is affiliated with ABC and now operates on 960 kc. George F. Bissell has been president and general manager since the station went on the air.

► OPEN HOUSE was to be held by WCAL Northfield, Minn., last Wednesday for Dr. Martin Hegland, station promotion director, upon his 30th year of broadcasting sermons on the station. He was director of WCAL, licensed to St. Olaf College, from 1927 to 1946, when he became promotion director. He is widely known for his Sunday services on WCAL in the Norwegian language.

► PROGRAM Director Frederick P. Laffey, WLAW Boston, who resumed duties with the station at the first of the year after completing two terms of service with the Army as a captain in the radio department of the Psychological Div. at Tokyo, Japan, is marking his 15th year of association with WLAW.

► KSFO San Francisco is paying respects to Blenda Newlin, secretary to Alan L. Torbet, station general manager, upon Miss Newlin's completion of 19 years with the station. Miss Newlin, senior staff member, has worked in various capacities with every department of KSFO.



WLS CHICAGO honored a 20-year continuous sponsor, the Keystone Steel and Wire Co., Peoria, Ill., at a dinner which brought together this trio (l to r): Glenn Snyder, WLS vice president and general manager; R. E. Sommer, president of Keystone, and James E. Edwards, WLS president. The dinner was followed by a visit to the WLS *National Barn Dance*, portion of which Keystone has sponsored for two decades. Agency is Fuller & Smith & Ross, Chicago.

CEREMONY celebrating five years of television in Cleveland is attended by managers of the city's three video stations (l to r): Franklin Snyder, WXEL (TV) (which went on the air Dec. 17, 1949); James C. Hanrahan, WEWS (TV) (Dec. 17, 1947), and J. Hamilton Shea, WNBK (TV), NBC-TV outlet (Nov. 1, 1948).

* * *

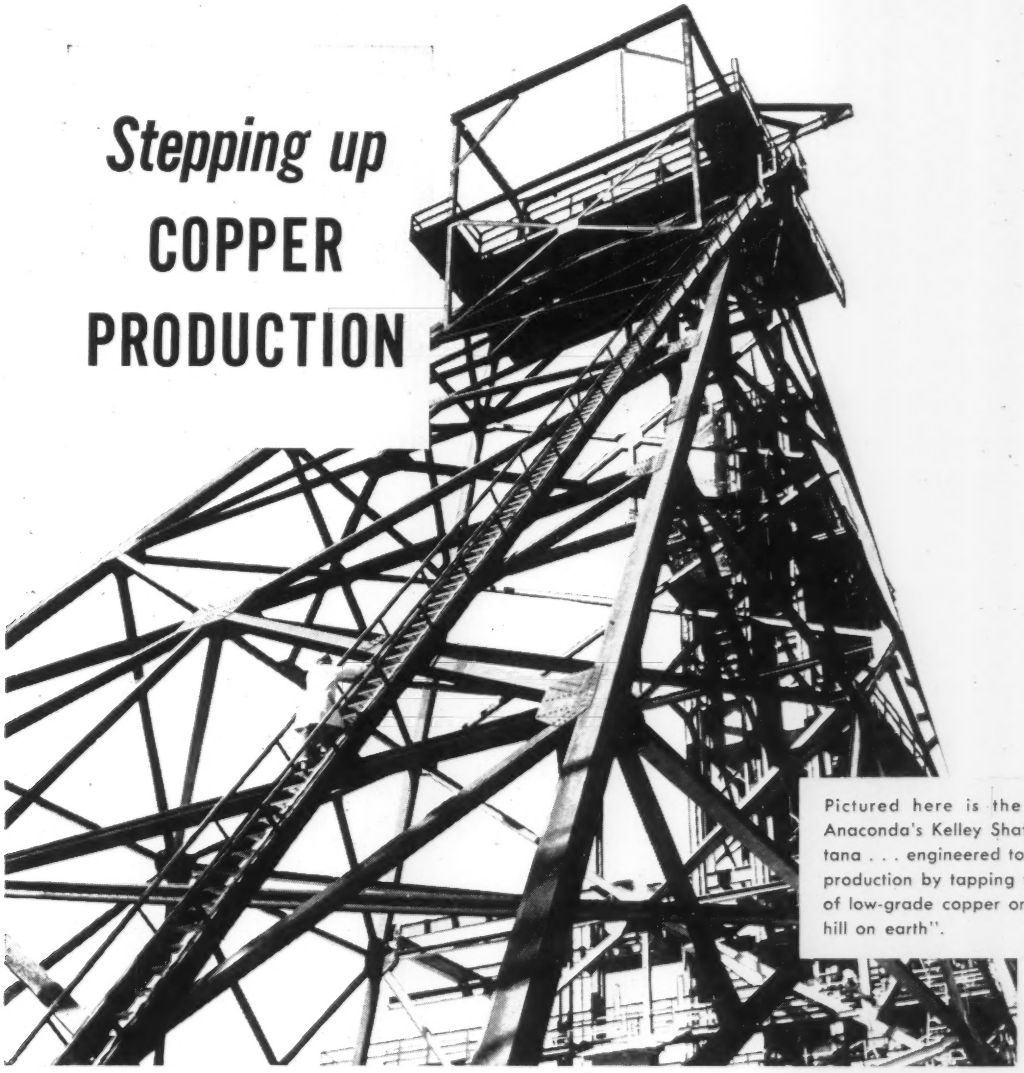
ROOSTER birthday cake marks beginning of the 16th year of broadcasting for Mutual's *Man on the Farm*. Group about ready to lower the axe includes (l to r) Carroll Marts, general manager, midwest operations, MBS; Chuck Acree, program m. c., and A. A. Dennerlein, director, Ful-O-Pep feed service, Quaker Oats Co., Chicago, sponsor.

* * *

CUTTING up the cake are Jean Hamilton, newest staff member of KTUL Tulsa, Vice President General Manager John Esau (c) and R. P. (Bud) Akin, senior staffer. Occasion is the CBS Radio outlet's 19th birthday (Jan. 22). Mr. Akin joined KTUL two weeks after the station went on the air.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

Stepping up COPPER PRODUCTION



Pictured here is the headframe of Anaconda's Kelley Shaft at Butte, Montana . . . engineered to increase copper production by tapping the vast deposits of low-grade copper ore in "the richest hill on earth".

This 178-foot headframe straddles the huge new Kelley Shaft at Butte, Montana . . . focal point of Anaconda's $27,000,000 Greater Butte Project.

Beneath it lie at least 130 million tons of proved low-grade copper ore, not economically practical to mine heretofore. The process used is an adaptation of the mining method called "block-caving". The Greater Butte Project is already producing at a rate of more than 7,500 tons of ore per day, with a steady increase scheduled until a daily output of 15,000 tons is achieved . . . all in addition, of course, to Anaconda's present production from other areas of Butte hill.

This $27,000,000 project is but one phase of Anaconda's company-wide expansion, improvement and modernization program. Increased zinc capacity . . . a new open pit copper mine being readied for production at Yerington, Nevada . . . an immense new sulphide plant now starting to produce additional copper in Chile . . . an aluminum reduction plant . . . modernization and expansion of fabricating plants . . . are other phases of this Anaconda program.

52327A

ANACONDA
COPPER MINING COMPANY

Anaconda Sales Company
The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
International Smelting and Refining Company

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	..... NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Unknown	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	Meeker .....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KGEM-TV Boise, Idaho (9)	1/15/53 Fall, 1953	..... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WCHV-TV Charlottesville, Va. (64)	1/29/53 9/1 53	....
WQUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KFUO-TV Clayton, Mo. (30)	2/5/53 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
W. G. Allen, Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
KVFD-TV Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Late 1953	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53 Unknown	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
WVEC-TV Hampton, Va. (15)	2/5/53 8/1/53	..... Rambeau
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	..... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53 July-Aug. 1953	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53 9/1/53	....
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
KCTY (TV) Kansas City, Mo. (25)	1/23/53 Unknown	....
WKNY-TV Kingston, N. Y. (66)	1/23/53 Unknown	..... Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
WILS-TV Lansing, Mich. (54)	2/5/53 September	....
KSWO-TV Lawton, Okla. (7)	12/4/52 March 1	..... Taylor

IMMEDIATE DELIVERY
RCA TUBES IN STOCK AT ALLIED!
RCA-5820. General Purpose Image Orthicon—in stock at ALLIED. RCA-5820, $1200
RCA-5826. Studio Type Image Orthicon—in stock at ALLIED. RCA-5826, $1300
Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.
Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
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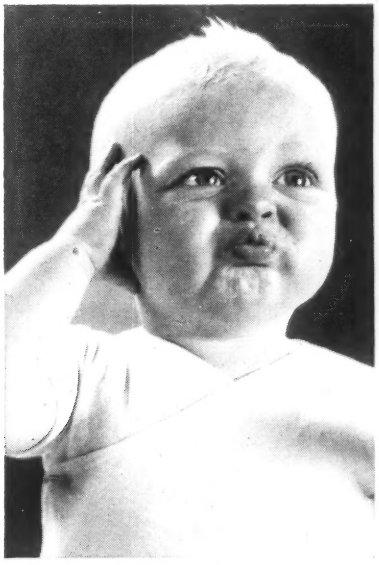
Broadcast Division
833 W. Jackson Blvd., Chicago 7,
Call: HAymarket 1-6800

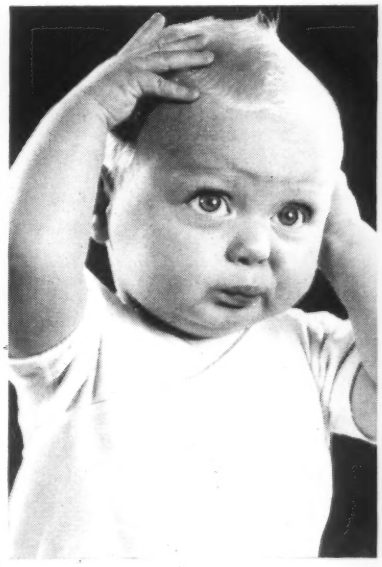
6 Billion Dollars? Yes, Buster, that's a bill you inherit. It's the cost to date of government power—federal-government-in-the-electric-business—the money put out for electric power plants, electric lines and all that goes with them.

Big Baby, Eh? You bet. Government power has grown like a giant. It's 35 times bigger than it was 20 years ago. In money, that's a big chunk of the whole U. S. debt. Just paying interest on it costs Americans over $150 million a year.

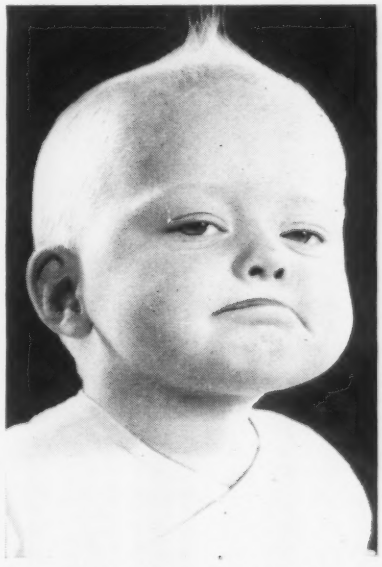
Who Gets Nicked? Well, your parents do. And everyone else. In the taxes they pay on food, clothing, smokes, income—even baby powder. That means that everybody's taxes help pay the electric bills of the people served by government power.



Is This Necessary? Not a bit. Most people get electric service from an independent electric light and power company. They pay for what they use, and at low rates—for electricity is a real bargain. And no one else has to pay part of their bills.



Why Can't Somebody...? Do something about it? Everybody can. By objecting to any more unnecessary government power projects, and helping Congress resist those who want a $15 billion tax-supported federal monopoly of electricity.



I'll Yell Bloody Murder! Even better than that, Sonny. Encourage your family to help get the federal government out of all business as much as possible, so you won't grow up to be just another helpless subject of a socialist nation.

America's Electric Light and Power Companies*

*Names on request from this magazine

"MEET CORLISS ARCHER"—ABC—Fridays—9:30 P.M., Eastern Time

XUM

light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever you are . . . you're headed the right way . . .

the JACK frost way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

Mr. Advertiser!

IF You want a testing grounds for your merchandising . . .

AND You want a socko station in a great testing market . . .

BUT You want to spend the lowest cost per thousand . . . then you need . . .

CLEVELAND
WSRS
"The Family Station"
"BEST BY TEST!!"
Ask FORJOE & CO. for the Complete Success Story!

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WIMA-TV Lima, Ohio (35)	12/4/52 Unknown	..... Weed
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	..... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	..... Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52 ‡2/8/53	..... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	..... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
E. Tex. TV Co., Longview, Tex. (32)	2/5/53 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Early March	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	ABC, NBC Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 ‡2/8/53	CBS, DuM Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	..... Headley-Reed
Bartell Television Corp., Madison, Wis. (33)	1/23/53 Unknown	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC (TV) Massillon, Ohio (23)	9/4/52 4/1/53	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
Permian Basin TV Co. Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Unknown	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
WCOV-TV Montgomery, Ala. 20)	9/18/52 March	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 3/8/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/15/53	CBS, DuM Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 February	..... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 Aug. 1	....
WHYU-TV Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 Unknown	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 Unknown	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
WLAM-TV Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 3/1/53	..... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 2/1/53	....
WETV (TV) Raleigh, N. C. (28)	10/16/52 3/1/53	..... Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 3/1/53	NBC Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/15/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 2/16/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 April	..... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 Unknown	..... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	..... Gill & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 Spring	..... Headley-Reed
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed
L. A. Harvey, Salem, Ore. (24)	1/29/53 July	....
KICU (TV) Salinas, Calif. (28)	1/15/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	....
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	..... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	..... Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 May-June	ABC, DuM CBS, NBC Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53 Unknown	....
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.

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Location & Channel	Date Granted & Target for Start	Network Representative
WTVU (TV) Scranton Pa. (73)	8/14/52 April 15	..... Bolling
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 3/29/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	..... Taylor
WSBT-TV South Bend, Ind (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 ‡1/20/53	CBS, DuM Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 February	..... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 March	CBS, DuM Weed
KYTV (TV) Springfield, Mo. (3)	1/8/53 July	....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	..... Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 5/1/53	..... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52 3/1/53	CBS Weed
KTEM-TV Temple, Tex. (6)	1/29/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 ‡2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 2/1/53	NBC Raymer
J. A. Newborn Jr., Tyler, Tex. (19)	1/29/53 Unknown	....
KANG-TV Waco, Tex. (34)	11/13/52 6/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/30/52 3/1/53	..... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	..... Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53 October	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 3/1/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 2/1/53	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	..... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 4/1/53	DuM Hollingbery
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/53	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 Early 1953	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 ‡1/11/53	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 Unknown	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	....

Advertisement

From where I sit
by Joe Marsh

Pretty "Foxy" Terrier

Talking about dogs the other night—and Sandy Johnson topped everything off with a tall story about his fox terrier, "Boscum."

According to Sandy, "Comes bird season and that dog won't stir if I take down my rifle. *Same if it's deer season and I go for my* shotgun—*he won't move, but he's scratching at the door if I so much as look at my rifle!"*

One day, Sandy decided to fool him. He took down *both* his shotgun and his rifle—and swish, Boscum was on his way! So Sandy put the guns back and took out his fishing rod. He went outside and there was Boscum—digging like crazy for worms!

From where I sit, a dog that can outguess humans is as rare as a human that can outguess other humans. For instance, I like a glass of beer with lunch but I wouldn't think of pouring you one without first asking. Everybody has preferences—and it's finding out what they are and respecting them that keeps freedom from "going to the dogs."

Joe Marsh

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XUM

ACTIONS OF THE FCC

February 5 through February 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

* Does not include noncommercial educational FM and TV stations.

• • •

AM and FM summary through February 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	172	259	162
FM	614	575	55	10	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	71	158	229
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	124	12	136

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	708	328	578	457	1,036 [1]
Educational	19		5	14	19
Total	727	328	583	471	1,055 [2]

[1] One applicant did not specify channel.
[2] Includes 243 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 236.
Processing on city priority Gr. B line has extended to city No. 194.

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New TV Stations . . .

Eureka, Calif.—Redwood Bestg. Co. (KIEM). Granted vhf Ch. 3 (60-66 mc); ERP 17.5 kw visual, 9.3 kw aural; antenna height above average terrain 110 ft., above ground 382 ft. Engineering conditions. Estimated construction cost $181,583, first year operating cost $115,000, revenue $85,000. Post office address Radio Center, 6th and E Streets. Studio location 6th and E Streets. Transmitter location: on McFarland Tract (KIEM-KRED transmitter sites). Geographic coordinates 40° 48' 09" N. Lat., 124° 08' 20" W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is **William B. Smullin.** File No.: BPCT-775. City priority status: Gr. A-2, No. 220. Granted Feb. 11.

Rome, Ga.—Coosa Valley Radio Co. (WROM). Granted vhf Ch. 9 (186-192 mc); ERP 2.9 kw visual, 1.45 kw aural; antenna height above average terrain 720 ft., above ground 87.3 ft. Estimated construction cost $68,415, first year operating cost $18,000, revenue $40,000. Post office address 121½ Broad St., Rome, Ga. Studio and transmitter location 4.2 mi. SW of Horseleg Mt., Rome. Geographic coordinates 34° 14' 10" N. Lat., 85° 13' 50" W. Long. Transmitter and antenna RCA. Legal counsel not indicated. Consulting engineer Ben Akerman, Atlanta, Ga. Principals include President-Partner **Dean Covington** (33⅓%), partner in Andrews & Covington (Rome law firm), 60% owner of Ambulance Service Inc.; General Manager-Partner **Edward McKay** (33⅓%); Commercial Manager-Partner **Charles E. Doss** (33⅓%). File No.: BPCT-1319. City priority status: Gr. A-2, No. 170. Granted Feb. 11.

Portland, Me.—The Portland Telecasting Corp. (WLAM Lewiston, Me.). Granted uhf Ch. 53 (704-710 mc); ERP 22.5 kw visual, 12 kw aural; antenna height above average terrain 330 ft., above ground 300 ft. Engineering condition. Estimated construction cost $170,333, first year operating cost $175,000, revenue $175,000. Post office address Columbia Hotel, 645A Congress St., Portland, Me. Studio and transmitter location 645A Congress St., Portland, Me. Geographic coordinates 43° 39' 13" N. Lat., 70° 15' 59" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President and Treasurer **Frank S. Hoy** (66.66%), 67% owner of WLAM Lewiston, Me.; Vice President and Assistant Treasurer **Fred Parker Hoy** (16.66%), 9% owner of WLAM, and **Gladys Parker Hoy** (16.66%), 16% owner of WLAM. File No.: BPCT-1528. City priority status: Gr. A-2, No. 45. Granted Feb. 11.

Minot, N. D.—North Dakota Bestg. Co. (KCJB). Granted vhf Ch. 13 (210-216 mc); ERP 29.5 kw visual, 15 kw aural; antenna height above average terrain 420 ft., above ground 415 ft. Engineering condition. Estimated construction cost $140,000, first year operating cost $96,000, revenue $120,000. Post office address KCJB Minot, N. D. Studio and transmitter location on U. S. Highway 83; 1½ mi. south of Minot city limits, at transmitter site of KCJB (AM). Geographic coordinates 48° 11' 57" N. Lat., 101° 17' 37" W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd C. Amoo, Des Moines, Iowa. Principals include President **John W. Boler** (3.7%), president, general manager and owner of controlling interest of KCJB and sole owner of KSJB Jamestown, N. D.; Secretary **John Hjellum** (0.2%), partner in Jamestown, (N. D.) law firm of Rittgers, Hjellum & Weiss; **Merrel T. Elbery** (3.9%), farmer, and **Mary Frances Boler** (1.5%), housewife. **Jamestown Bestg. Co.,** licensee of KSJB, owns 85% of applicant; Mr. Boler is president and treasurer of Jamestown Bestg. Co. File No.: BPCT-1331. City priority status: Gr. A-2, No. 232. Granted Feb. 11.

Minot, N. D.—Rudman Television Co. Granted vhf Ch. 10 (192-198 mc); ERP 58 kw visual, 31 kw aural; antenna height above average terrain 390 ft., above ground 414 ft. Engineering condition. Estimated construction cost $346,000, first year operating cost $147,000, revenue $169,000. Post office address Minot, N. D. Studio and transmitter location U. S. Highway 83, 1.7 mi. S of center of Minot. Geographic coordinates 48° 12' 37" N. Lat., 101° 17' 48" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **M. B. Rudman,** independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Florida, Georgia, Alabama and South Dakota. Applicant stated he is filing simultaneous TV applications for Bismarck, N. D., and Galveston, Tex. File No.: BPCT-1320. City priority status: Gr. A-2, No. 232. Granted Feb. 11.

Oklahoma City, Okla.—KLPR Television Inc. (KLPR). Granted uhf Ch. 19 (500-506 mc); ERP 91 kw visual, 49 kw aural; antenna height above average terrain 580 ft., above ground 551 ft. Engineering condition. Estimated construction cost $214,916, first year operating cost $170,500, revenue $205,000. Post office address 128½ West Commerce, Oklahoma City, Okla. Studio location 128 West Commerce. Transmitter location SE 69th St., 0.15 mi. west of Atcheson, Topeka & Santa Fe Railroad, 0.5 mi. east of KLPR (AM) antenna site. Geographic coordinates 35° 23' 26" N. Lat., 97° 29' 12.5" W. Long. Transmitter and antenna RCA. Legal counsel William Howard Payne, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Byrne Ross** (500/2570), sole owner of KLPR Oklahoma City; Vice President **R. Lewis Barton** (250/2570), owner of Barton Theatres, Oklahoma City; Secretary-Treasurer **Lester E. Johnson** (5/2570), vice president of Oklahoma National Bank, Oklahoma City; **M. E. Nesbitt** (50/2570), plumbing contractor, Oklahoma City; **R. N. Salmon** (25/2570), owner of dry cleaning establishment; **Hugh Bumpas** (5/2570), Baptist minister; **Herman Merson** (10/2570), Oklahoma City attorney; **Fred M. Farha** (150/2570), commercial manager of KLPR, and **Monty Wells** (150/2570), account executive of KLPR. File No.: BPCT-1448. City priority status: Gr. B-4, No. 194. Granted Feb. 11.

Oklahoma City, Okla.—Oklahoma County Television & Bestg. Co. Granted uhf Ch. 25 (536-542 mc); ERP 17.5 kw visual, 9.5 kw aural; antenna height above average terrain 500 ft., above ground 536 ft. Estimated construction cost $142,264, first year operating cost $51,000, revenue $90,000. Post office address KWCO Chickasha, Okla. Studio and transmitter location NW 63rd and North Harvey, Oklahoma City. Geographic coordinates 35° 22' 24" N. Lat., 91° 31' 07" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include Equal Partners **Philip D. Jackson** and **Clarence E. Wilson,** each 50% owner of KWCO Chickasha, Okla. Mr. Wilson is owner of KPUY Pullallup, Wash. File No.: BPCT-828. City priority status: Gr. B-4, No. 194. Granted Feb. 11.

Springfield (Eugene), Ore.—W. Gordon Allen. Granted uhf Ch. 20 (506-512 mc); ERP 19.5 kw visual, 11 kw aural; antenna height above average terrain 300 ft., above ground 190 ft. Estimated construction cost $123,500, first year operating cost $72,000, revenue $108,000. Post office address 230 Hansen Ave., Salem, Ore. Studio and transmitter location atop Kelly Butte in Springfield, Ore., 200 ft. north of 100 ft. high water tank. Geographic coordinates 44° 03' 13" N. Lat., 123° 01' 48" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer John Truhan, Salem, Ore. Sole owner of applicant is **W. Gordon Allen,** 59.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., 50% owner of KSGA Redmond, Ore., applicant for new AM stations in Lewiston, Idaho, and Seattle, Wash., and part owner of Willametteland Television, applicant for vhf Ch. 3 in Salem, Ore. File No.: BPCT-1511. City priority status: Gr. A-2, No. 124. Granted Feb. 11.

Midland, Tex.—Permian Basin Television Co. Granted vhf Ch. 2 (54-60 mc); ERP 50 kw visual,

25 kw aural; antenna height above average terrain, 1010 ft., above ground 1,051 ft. Engineering conditions. Estimated construction cost $472,040, first year operating cost $125,000, revenue $125,000. Post office address Ritz Theatre Bldg., Midland, Tex. Studio location to be determined. Transmitter location on State Highway 307, 3¼ mi. east of Midland City. Geographic coordinates 32° 00′ 15″ N. Lat., 101° 59′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **J. Howard Hodge** (44%), 50% owner of Video Independent Theatres Inc. Vice President and Treasurer **Veda Wells Hodge** (4%), wife of Mr. Hodge; Secretary **C. R. Guthrie** (4% as trustee for Video Independent Theatres Inc.); **Henry S. Griffing** (44% as trustee for Video Independent Theatres Inc.), president of Video Independent Theatres Inc., and **Edgar T. Bell** (4%), until 1951 general manager of KTOK Oklahoma City. **Video Independent Theatres Inc.** is beneficial owner of 48% of applicant. File No.: BPCT-1332. City priority status: Gr. A-2 No. 236. Granted Feb. 11.

Parkersburg, W. Va.—West Virginia Enterprises Inc. Granted uhf Ch. 15 (476-482 mc); ERP 19 kw visual, 10 kw aural; antenna height above average terrain 580 ft., above ground 453 ft. Engineering condition. Estimated construction cost $233,060, first year operating cost $225,000, revenue $225,000. Post Office address 309 Charleston National Bank Bldg., Charleston. Studio location Parkersburg, to be determined. Transmitter location Dole's Knob, near Constitution, Ohio. Geographic coordinates 39° 20′ 50″ N. Lat., 81° 33′ 46″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Frank A. Baer** (33⅓%), president and 55% stockholder of Commercial Insurance Service Inc. (Charleston, W. Va.), vice president-director of Kanawha Gauley Coal & Coke Co. (leases land to coal companies), director-executive committee member of Charleston National Bank, director of Kanawha Land Co. and Dominion Corp., realty firms; Vice President **Helen K. Baer** (33⅓%), wife of Frank A. Baer; Secretary-Treasurer **Ben K. Baer** (33⅓%), their son, junior partner in Campbell, McClintic, James & Wise (Charleston law firm). Frank A. and Helen K. Baer are each 10% stockholders and Ben K. Baer is 12½% stockholder in WTBO Cumberland, Md., also applicant for television. File No.: BPCT-1295. City priority status: Gr. A-2, No. 169. Granted Feb. 11.

Beloit, Wis.—Beloit Bestg. Co. (WGEZ). Granted uhf Ch. 57 (728-734 mc); ERP 21 kw visual, 11 kw aural; antenna height above average terrain 230 ft., above ground 339 ft. Engineering condition. Estimated construction cost $216,000, first year operating cost $142,000, revenue $178,000. Post office address Hotel Hilton, Beloit, Wis. Studio location to be determined. Transmitter location U. S. 51 at city limits and state line, at site of WGEZ (AM). Geographic coordinates 42° 29′ 44″ N. Lat., 89° 01′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Edwin C. Conrad, Madison, Wis. Consulting engineer John Creutz, Washington. **Sidney H. Bliss,** sole owner of applicant, is owner and licensee of WGEZ, and president of Gazette Printing Co., which is licensee of WCLO-FM Janesville, Wis., and Southern Wisconsin Radio Co., which is licensee of WCLO Janesville. File No.: BPCT-1523. City priority status: Gr. A-2, No. 172. Granted Feb. 11.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issue Jan. 23):

GROUP A

Location	Ch.	Applicants	File No. (BPCT)
Jefferson City, Mo.	13	Capital Bestg. Co.	823
		L. H. P. Co.	1480
		Capital TV Corp.	1481
Las Vegas, Nev.	8	Southwestern Pub. Co.	663
		Las Vegas TV Inc.	1239
		Herman M. Greenspun	1539
Las Vegas, Nev.	13	Desert TV Co.	709
		Western TV Co.	1512

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GROUP B

Newport News-Norfolk, Va.	10	Hampton Roads Bestg. Corp.	502
		Cavalier Bestg. Corp.	Tend.
		Chesapeake Services Inc.	Tend.
		Tidewater Telecasting Corp.	Tend.
Portsmouth, Va.	27	Commonwealth Bestg. Corp.	460
		Portsmouth Radio Corp.	Tend.

Applications

El Centro, Calif.—Valley Empire Telecasters, uhf Ch. 16 (482-488 mc); ERP 21.9 kw visual, 11.9 kw aural; antenna height above average terrain 266 ft., above ground 300 ft. Estimated construction cost $161,000, first year operating cost $180,000, revenue $215,000. Post office address c/o Joseph Brenner, 321 South Brenner Dr., Beverly Hills, Calif. Studio location to be determined. Transmitter location 1½ mi. due south of Wilson's Corner, ½ mi. west of Highway 111. Geographic coordinates 32° 49′ 30″ N. Lat., 115° 30′ 32″ W. Long. Transmitter and antenna GE. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Principals include **William B. Ross** (50%), sole proprietor of W. B. Ross and Assoc. (public relations and advertising agency), associated with Herbert M. Baus, Baus & Ross Campaigns, a 4% stockholder in Golden State Bank, Bell Gardens, Calif., 5½% stockholder in Glenn A. Smith and Assoc., import and export business, trustee under appointment of U. S. Dist. Court for KPRO-AM-FM Riverside, Calif., KROP Brawley, Calif., KREO Indio, Calif., and KYOR Blythe, Calif., and **W. G. Ross** (50%), president and 15% stockholder, Golden State Bank, Bell Gardens, Calif. City priority status: Gr. A-2, No. 416.

Pocatello, Idaho—Tribune-Journal Co., vhf Ch. 6 (82-88 mc); ERP 7.21 kw visual, 3.61 kw aural; antenna height above average terrain 170 ft., above ground 320 ft. Estimated construction cost $119,226, first year operating cost $84,250, revenue $85,000. Post office address 305 South Arthur Street, Pocatello, Idaho. Studio and transmitter location 0.72 mi. S.W. of Tyhee. Geographic coordinates 42° 56′ 30″ N. Lat., 112° 28′ 39″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include Chairman of the Board **G. Nicholas Ifft** (25%), President **Robert S. Howard,** Secretary **Catherine Ifft Kirchhof** (25%), Treasurer **James G. Scripps, Western Publishing Co.** (50%), 50% owner of Tribune-Journal Co. (KJRL Pocatello). **Robert S. Howard** is president of and holds stock in Western Publishing Co., and **James G. Scripps** is treasurer of Western Pub. Co. and Tribune-Journal Co. City priority status: Gr. A-2, No. 195.

Bloomington, Ill.—Cecil W. Roberts, uhf Ch. 15 (476-482 mc); ERP 17.95 kw visual, 9.73 kw aural; antenna height above average terrain 325 ft., above ground 315 ft. Estimated construction cost $110,572, first year operating cost $108,000, revenue $120,000. Post office address 909 Michigan Ave., Farmington, Mo. Studio and transmitter location 106 W. Monroe St. Geographic coordinates 40° 28′ 49″ N. Lat., 88° 59′ 39″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Fred O. Grimwood & Co. Inc., St. Louis, Mo. **Cecil W. Roberts,** sole owner of applicant, is licensee of KREI Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., and KCRB Chanute, Kan. City priority status: Gr. A-2, No. 137.

Chester (Centralia), Ill.—Donze Enterprises Inc. (KSGM Ste. Genevieve, Mo.), uhf Ch. 59 (740-746 mc); ERP 4.235 kw visual, 2.310 kw aural; antenna height above average terrain 332 ft., above ground 153 ft. Estimated construction cost $84,565, first year operating cost $108,000, revenue $120,000. Post office address Station KSGM, Ste. Genevieve, Mo. Studio and transmitter location corner of Taylor and State St. Geographic coordinates 37° 54′ 13″ N. Lat., 89° 49′ 37″ W. Long. Transmitter and antenna GE. Consulting Engineer Ralph J. Bitzer, St. Louis, Mo. Principals include President **Elmer L. Donze,** owner of Donze Enterprises Inc. (KSGM Ste. Genevieve, Mo.). City priority status: Gr. A-2, 382.

Indianapolis, Ind.—Empire Coil Co. Inc., uhf Ch. 26 (542-548 mc); ERP 105.32 kw visual, 56.8 kw aural; antenna height above average terrain 520 ft., above ground 500 ft. Estimated construction cost $280,000, first year operating cost $450,000, revenue $600,000. Post office address 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter and antenna location east side of Fisher Road, 0.3 mi. south of Southeastern Ave., Warren Township, 3 mi. east of Beech Grove, Ind. Geographic coordinates 39° 42′ 50″ N. Lat., 86° 02′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Morton H. Wilner, Lyon, Wilner and Bergson, Washington, D. C. Consulting engineer Benjamin Adler, Adler Communications Laboratories, New Rochelle, N. Y. Principals include President **Herbert Mayer** (45.2+%, president, Empire Coil Co., licensee of WXEL (TV) Cleveland, permittee of KDEN (TV) Denver, KPTV (TV) Portland, Ore., and KCPY (TV) Kansas City, and Treasurer **Frances Mayer** (45.2+%), vice president, Empire Coil Co. City priority status: Gr. B-4, No. 187.

Indianapolis, Ind.—Marion Radio Corp. (WBAT Marion), uhf Ch. 26 (542-548 mc); ERP 95.1 kw visual, 51.4 aural; antenna height above average terrain 385 ft., above ground 446 ft. Estimated construction cost $196,300, first year operating cost $233,500, revenue $276,000. Post office address 303½ South Adams St., Marion, Ind. Studio and transmitter location 1703 E. 38th St., Indianapolis. Geographic coordinates 39° 49′ 31″ N. Lat., 86° 07′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include President **John Ramp** (100%), president of John Ramp Inc. automobile agency, and has interests in other auto and insurance agencies in and around Indianapolis; Vice President **John R. Brown,** partner in law firm Campbell, Gemmill, Brown, Ewer & Torrance, Marion, Ind.; Secretary **George Ramp,** owner of George Ramp Motor Sales, Marion; and Treasurer **Ferdinand S. Kurdys,** vice president and director of John Ramp Inc. City priority status: Gr. B-4, No. 187.

Princeton, Ind.—Princeton Bestg. Co. (WRAY), uhf Ch. 52 (698-704 mc); ERP 95.1 kw visual, 53.8 kw aural; antenna height above average terrain 428 ft., above ground 416 ft. Estimated construction cost $180,281, first year operating cost $60,000, revenue $85,000. Post office address Box 28, Princeton, Ind. Studio and transmitter location 0.6 mi. west of Princeton on No. side of Hwy. #64. Geographic coordinates 38° 21′ 25″ N. Lat., 87° 35′ 25″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leon Sclawy, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Principals include **M. R. Lankford,** sole owner, permittee and licensee of WRAY Princeton. City priority status: Gr. A-2, No. 655A.

Des Moines, Iowa—Rib Mountain Radio Inc., uhf Ch. 17 (488-494 mc); ERP 181.2 kw visual, 97.7 kw aural; antenna height above average terrain 580 ft., above ground 550 ft. Estimated construction cost $301,556, first year operating cost $100,000, revenue $125,000. Post office address 1225 Tower Ave., Superior, Wis. Studio and transmitter 28th St. and Hubbell Ave., Des Moines, Iowa. Geographic coordinates 41° 37′ 15″ N. Lat., 93° 33′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Barron, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **W. C. Bridges,** president of Lakes Bestg. Co., Duluth, Minn., president of WJMC Rice Lake, Wis.; Vice President **Morgan Murphy,** president of Evening Telegram Co., Superior,

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

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Wis. and secretary-treasurer Central Bcstg Co., and Secretary-Treasurer **Norman Postles**, CPA practicing in Superior, Wis. **Central Broadcasting Co.**, Superior, is 100% stockholder, also owns WEAU-AM-FM Eau Claire, Wis. City priority status: Gr. B-3, No. 171.

Columbia, S. C.—WIS-TV Corp., vhf Ch. 10 (192-198 mc); ERP 266 kw visual, 159 kw aural; antenna height above average terrain 626 ft., above ground 580 ft. Estimated construction cost $602,136, first year operating cost $300,000, revenue $250,000. Post office address 1111 Bull St., Columbia, S. C. Studio and antenna location Gervais and Bull Sts. Geographic coordinates 34° 00' 06" N. Lat., 81° 01' 44" W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **The Broadcasting Company of the South** (80.9%), licensee WIS-AM-FM Columbia, S. C., WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM, Charlotte, N. C.; applicant for vhf Ch. 9 in Charlotte, N. C., and vhf Ch. 7 in Spartanburg, S. C.; President **G. Richard Shafto**, president and director, The Broadcasting Co. of the South, general manager WIS Columbia, S. C.; Vice President **B. Calhoun Hipp**, president of The Broadcasting Co. of the South; Vice President **Herman N. Hipp**, vice president of The Broadcasting Co. of the South; Secretary **R. R. Scales Jr.**, secretary of The Broadcasting Co. of the South. Group withdrawing from WMSC Columbia holds 14.5% of WIS-TV Corp. These include A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary and E. Grenville Seibels II. City priority status: Gr. A-2, No. 37.

Rapid City, S. D.—The Hills Broadcasting Co., vhf Ch. 7 (174-180 mc); ERP 11.76 kw visual, 5.88 kw aural; antenna height above average terrain 476 ft., above ground 287 ft. Estimated construction cost $132,938, first year operating cost $170,000, revenue $175,000. Post office address 538 Hamm Bldg., St. Paul, Minn. Studio location to be determined. Transmitter location U. S. Hwy. 16, Rapid City, S. D. Geographic coordinates 40° 02' 33" N. Lat., 103° 14' 14" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Assoc., Washington. Principals include President **N. L. Bentson**, 87% owner of WMIN St. Paul, Minn. The Hills Bcstg. Co. is owned in equal shares by **WMIN Bcstg. Co.**, **Edmond R. Ruben**, 1/3 owner of KELO Sioux Falls, S. D., and **Joseph L. Floyd**, also 1/3 owner of KELO Sioux Falls. Mr. Bentson owns the remaining 1/3 of KELO Sioux Falls. City priority status: Gr. A-2, No. 201.

Seattle, Wash.—Puget Sound Bcstg. Co. (KVI), vhf Ch. 7 (174-180 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 1,350 ft., above ground 380 ft. Estimated construction cost $390,690, first year operating cost $400,000, revenue $540,000. Post office address Camlin Hotel, 1619 Ninth Ave., Seattle 1, Washington. Studio location Camlin Hotel. Transmitter location about 4 mi. NW of Issaquah, about 3¼ mi. NW of Squah Mtn., Washington. Geographic coordinates 47° 32' 38" N. Lat., 122° 06' 24" W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Vernice Irwin** (11.28%), Vice President and Secretary **Laura M. Doernbecher** (61.44%), Treasurer **Dorothy D. Butler** (11.28%), **Vivian V. Irwin** (8%) (Vernice Irwin, as trustee for Miss Irwin, a minor, controls voting rights to stock) and **Pamela D. Butler** (8%) (Dorothy D. Butler, as trustee for Miss Butler, a minor, controls voting rights to stock). Applicant is licensee of KVI Seattle. City priority status: Gr. B-4, No. 185.

TV Call Letter Assignments

FCC assigned the following call letters to TV station permittees:

(Listed by States)

WJLN-TV Birmingham, Ala. (Johnston Bcstg. Co., uhf Ch. 48); **WSGN-TV Birmingham, Ala.** (The Birmingham News Co., uhf Ch. 42); **KCNA-TV Tucson, Ariz.** (Catalina Bcstg. Co., vhf Ch. 9); **KPIK (TV) Los Angeles, Calif.** (John Poole Bcstg. Co., uhf Ch. 22); **KICU (TV) Salinas, Calif.** (Salinas-Monterey TV Co., uhf Ch. 28); **KTVU (TV) Stockton, Calif.** (San Joaquin Telecasters, uhf Ch. 36); **KRDO-TV Colorado Springs, Col.** (Pikes Peak Bcstg. Co., vhf Ch. 13); **WNLC-TV New London, Conn.** (The Thames Bcstg. Corp., uhf Ch. 26); **WPFA (TV) Pensacola, Fla.** (Southland Telecasters, uhf Ch. 15); **KIDO-TV Boise, Idaho** (KIDO Inc., vhf Ch. 7); **WHFC-TV Chicago, Ill.** (WHFC Inc., uhf Ch. 26); **WDAN-TV Danville, Ill.** (Northwestern Publishing Co., uhf Ch. 24); **WTVH-TV Peoria, Ill.** (Hilltop Bcstg. Co., uhf Ch. 19); **KTVH (TV) Hutchinson, Kan.** (Hutchinson TV Inc., vhf Ch. 12); **WLOU-TV Louisville, Ky.** (Robert W. Rounsaville, uhf Ch. 41); **KFAZ (TV) Monroe, La.** (Delta Television Inc., uhf Ch. 43); **WABI-TV Bangor, Me.** (Community Telecasting Service, vhf Ch. 5); **WITH-TV Baltimore, Md.** (WITH-TV Inc., uhf Ch. 60); **WKMI-TV Kalamazoo, Mich.** (Howard D. Steere, uhf Ch. 36); **WTVM (TV) Muskegon, Mich.** (Versluis Radio & Television Inc., uhf Ch. 35); **KROC-TV Rochester, Minn.** (Southern Minnesota Bcstg. Co., vhf Ch. 10); **WJON-TV St. Cloud, Minn.** (Granite City Bcstg. Co., vhf Ch. 7); **WCOC-TV Meridian, Miss.** (Mississippi Bcstg. Co., uhf Ch. 30); **KOMU-TV Columbia, Mo.** (The Curators of the U. of Missouri, vhf Ch. 8); **KACY (TV) Festus, Mo.** (Ozark Television Corp., uhf Ch. 14); **KCTY (TV) Kansas City, Mo.** (Empire Coil Co., uhf Ch. 25); **KSTM-TV St. Louis, Mo.** (Broadcast House Inc., uhf Ch. 36); **KYTV Springfield, Mo.** (Springfield Television Inc., vhf Ch. 3); **KOPR-TV Butte, Mont.** (Copper Bcstg. Co., vhf Ch. 4); **KFBB-TV Great Falls, Mont.** (Buttrey Broadcast Inc., vhf Ch. 5); **WTLV (TV) New Brunswick, N. J.** (New Jersey Department of Education, uhf Ch. 19); **WBES (TV) Buffalo, N. Y.** (Buffalo-Niagara Television Corp., uhf Ch. 59); **WBUF (TV) Buffalo, N. Y.** (Chautauqua Bcstg. Corp., uhf Ch. 17); **WHCU-TV Ithaca, N. Y.** (Cornell U., uhf Ch. 20); **WIET (TV) Ithaca, N. Y.** (U. of State of New York, State Education Dept., uhf Ch. *14); **WJTN-TV Jamestown, N. Y.** (James Bcstg. Co., uhf Ch. 58); **WKNY-TV Kingston, N. Y.** (Kingston Bcstg. Corp., uhf Ch. 66); **WWNY-TV Watertown, N. Y.** (The Brockway Co., uhf Ch. 48); **WCOG-TV Greensboro, N. C.** (Inter-City Advertising Co. of Greensboro, N. C., Inc., uhf Ch. 57); **WDAY-TV Fargo, N. D.** (WDAY Inc., vhf Ch. 6); **WIFE (TV) Dayton, Ohio** (Skyland Bcstg. Corp., uhf Ch. 22, changed *from* WONE-TV); **WIMA-TV Lima, Ohio** (Northwestern Ohio Bcstg. Corp., uhf Ch. 35); **WLOK-TV Lima, Ohio** (WLOK Inc., uhf Ch. 73); **WLEC-TV Sandusky, Ohio** (Lake Erie Bcstg. Co., uhf Ch. 42); **WHIZ-TV Zanesville, Ohio** (Southeastern Ohio Television System, uhf Ch. 50); **KSWO-TV Lawton, Okla.** (Oklahoma Quality Bcstg. Co., vhf Ch. 7); **WFBG-TV Altoona, Pa.** (The Gable Bcstg. Co., vhf Ch. 10); **WGLV (TV) Easton, Pa.** (Easton Publishing Co., uhf Ch. 57, changed *from* WEEX-TV); **WTPA (TV) Harrisburg, Pa.** (Harrisburg Bcstrs. Inc., uhf Ch. 71); **WAZL-TV Hazleton, Pa.** (Hazleton Bcstg. Co., uhf Ch. 63); **WENS (TV) Pittsburgh, Pa.** (Telecasting Co. of Pittsburgh, uhf Ch. 16); **WKJF-TV Pittsburgh, Pa.** (Agnes J. Reeves Greer, uhf Ch. 53); **WTVQ (TV) Pittsburgh, Pa.** (J. Frank Gallaher, Loren M. Berry and Ronald B. Woodyard, a partnership, uhf Ch. 47); **WGVL (TV) Greenville, S. C.** (Greenville Television Co., uhf Ch. 23); **KBMT (TV) Beaumont, Tex.** (Television Bcstrs., uhf Ch. 31); **KGUL-TV Galveston, Tex.** (Gulf Television Co., vhf Ch. 11); **KTVR (TV) Galveston, Tex.** (Rudman Television Co., uhf Ch. 41); **KNUZ-TV Houston, Tex.** (KNUZ Television Co., uhf Ch. 39); **KGKL-TV San Angelo, Tex.** (KGKL Inc., vhf Ch. 8); **KFDX-TV Wichita Falls, Tex.** (Wichtex Radio & Television Co., vhf Ch. 3); **KWFT-TV Wichita Falls, Tex.** (Wichita Falls Television Inc., vhf Ch. 6); **WBTM-TV Danville, Va.** (Piedmont Bcstg. Corp., uhf Ch. 24); **KVOS-TV Bellingham, Wash.** (KVOS Inc., vhf Ch. 12); **KMO-TV Tacoma, Wash.** (KMO Inc., vhf Ch. 13); **WKOW-TV Madison, Wis.** (Monona Bcstg. Co., uhf Ch. 27); **WNAM-TV Neenah, Wis.** (Neenah-Menasha Bcstg. Co., uhf Ch. 42), and **KFBC-TV Cheyenne, Wyo.** (Frontier Bcstg. Co., vhf Ch. 5).

New AM Stations . .

Actions by FCC

Fresno, Calif. — The McMahan Co. Granted 1340 kc, 250 w unlimited time. Engineering condition. Estimated construction cost $27,670, first year operating cost $50,000, revenue $65,000. Principals include President **Robert O. McMahan**, president McMahan Furniture Co.; Secretary-Treasurer **George T. McMahan**, secretary-treasurer of McMahan Furniture Co., and Director **Robert C. Holding**, general manager of McMahan Furniture Co. (BP-8522). Granted Feb. 11.

Greenville, N. C.—Interstate Bcstg. Co. Granted 1290 kc, 1 kw day. Engineering condition. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Equal partners are **John C. Greene Jr.**, commercial manager of WRHI Rock Hills, S. C., and S. Vasco **Yonce**, automobile dealer. (BP-8475.) Granted Feb. 11.

High Point, N. C. — North State Bcstg. Co. Granted 1590 kc, 1 kw daytime. Engineering condition. Estimated construction cost $18,100, first year operating cost $30,000, revenue $36,000. Principal is **R. Glenn Hendrix & Sons Inc.** (75%), representatives for Lincoln Industries, Burton Upholstering Co., Bur-Mon Upholstery Co., and others. (BP-8470.) Granted Feb. 11.

Applications

WWPF Palatka, Fla.—Palatka Bcstg. Co. Requests change to 550 kc, 500 w from 800 kc, 250 w (BP-8740).

New FM Stations . . .

Actions by FCC

KCMS (FM) Manitou Springs, Col.—Garden of the Gods Bcstg. Co. Granted 100.1 mc (Ch. 261), ERP 670 watts; antenna height above average terrain 1,450 ft., above ground 100 ft. Estimated construction cost $4,452, first year operating cost $8,500, revenue $17,280. Grantee is composed of **Mr. and Mrs. C. M. Edwards**, each holding 50% interest, who are owners of Research Assoc. (laboratory devoted primarily to design, construction and installation of high quality sound equipment, both for reproduction and recording). Application filed Aug. 18, 1952; granted Jan. 8, 1953.

Nashville, Tenn.—Nashville Bcstg. Co. (WSOK). Granted new Class B FM Ch. 290, 103.3 mc, ERP 3.6 kw, antenna 60.2 ft. Engineering condition. Estimated construction cost $6,522 (no new construction or land needed), first year operating cost $10,400, revenue $8,800. Principals include president and treasurer **H. C. Young, Jr.** (75%), vice president **W. J. Faulkner** (10%), secretary **Lawrence D. Faulkner** (10%), and **C. H. Webster** (5%). Filed Dec. 24, 1952 (BPH-1822). Granted Feb. 5, 1953.

Ownership Changes . . .

Applications

KRUX Glendale, Ariz. — Radio Arizona Inc. Transfer of control to **Elizabeth Ann R. Parkman, Timothy D. Parkman, Alice M. Schultz** and **Stanley N. Schultz** for $55,625. Timothy D. Parkman is partner in law firm of Merchant & Parkman, Tucson, Ariz., and Stanley M. Schultz is program director, KTUC Tucson. Filed Feb. 3.

WDLA Walton, N. Y.—Delaware County Bcstg. Co. Transfer of control from Lena H. Kellam, Elmer J. Kellam, Dr. E. Ogden Bush, Mary P. Smith, Ralph D. Clark, Marvin D. and Wallace M. Wynkoop, Salenda C. Bush and Anna M. Granlees to **James A. McKechnie, Dr. Donald A. Corgill** and **David A. Kyle** for $25,000. Filed Feb. 4.

KWIN Ashland, Ore.—Rouge Valley Bcstg. Co., in bankruptcy. Assignment of license to Presi-

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dent and General Manager **H. Richard Maguire**, manager KFJI Klamath Falls, Ore., Secretary-Treasurer **W. D. Miller**, holder of 98% stock in KFJI Klamath Falls. **Don Miller** and **Orin E. Levis.** Sum of $45,000 subject to bankruptcy proceedings approval. Sale by auction on Dec. 22, 1952. Filed Feb. 3.

KIVY Crockett, Tex.—Pioneer Bcstg. Co. Involuntary assignment of license to **Margaret E. Callen**, executrix of estate of H. H. Callen, deceased, and **James H. Gibbs**, doing business as **The Pioneer Bcstg. Co.** No monetary consideration. Filed Feb. 3.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Flint, Mich.—New TV, vhf Ch. 12. Further hearing. Examiner Benito Gaguine.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

Theatre Television; Allocation of Frequencies—Before Commission *en banc.*

New Petitions . . .

February 5

Champlain Valley Bcstg. Corp. (WXKW), Albany, N. Y. Modification of CP 850 kc, 10 kw fulltime, DA (Docket 9515, BMP-4580) KOA Denver and WHDH Boston are protestants.—Motion by Metropolitan TV Co., new licensee KOA, to postpone for three weeks oral argument, set Feb. 16, because of illness of counsel.

Amendment of Sec. 3.606 of TV Rules—Suffolk Bcstg. Corp. (WALK), Patchogue, N. Y., files opposition to Jan. 26 petition of American-Republican Inc. (WBRY), Waterbury, Conn., requesting that FCC allocate Ch. 54 to Patchogue in lieu of Ch. 75 sought by Suffolk. American-Republican contends use of Ch. 75 might prevent use of Ch. 83 at Waterbury.

Aladdin Radio & TV Inc. (KLZ) and Denver TV Co., Denver, Col. New TV, vhf Ch. 7 (Dockets 9041, 10240; BPCT-426, 951)—Aladdin takes exception to Jan. 28 order of examiner granting petition of Denver TV Co. to reopen record to correct its exhibit 54 to show signature of John M. Wolfberg and to substitute word "signed" for "sent" on line 2 of page 1178 of transcript of proceeding.

Rollins Bcstg. Co. (WJWL), Georgetown, Del. CP increase power from 1 kw to 10 kw, operating daytime on 900 kc—Rollins petitioned for waiver of clear channel rule Sec. 3.25(d) to allow use of 10 kw. Station claims it will deliver less signal to Mexican border than present operation of several stations operating on 900 kc or on other Mexican clears.

Amendment of Sec. 3.606 of TV Rules (Docket 10373)—Supreme Bcstg. Co. (WJMR), New Orleans, filed support of FCC proposal to correct allocation errors by substituting Ch. 69 for 39 at Bogalusa, La., and Ch. 65 for 29 at Newton, Iowa, and requested dismissal of comment by Miss-Lou Inc. filed Jan. 26 which objected to substitution of Ch. 69 for 39 at Bogalusa.

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. New TV, Ch. 8 (Dockets 10366, 10365; BPCT-910, 654)—Petition by Peoples supporting its request of Jan. 16 to enlarge and change hearing issues and replying to opposition of WGAL-TV to this request filed Jan. 26.

February 6

Lawrence A. Harvey and Spanish International TV Inc., Los Angeles. New TV, uhf Ch. 34 (BPCT-1525, 1527) — Supplemental petition by Harvey for oral argument or other relief respecting his petition of Jan. 12 requesting dismissal of Spanish International application on grounds of being defective.

Harbenito Bcstg. Co. (KGBS), Harlingen, Tex. CP for 850 kc, 5 kw fulltime, DA (Docket 8836, BP-6350)—Petition by Metropolitan Bcstg. Co. (KOA), Denver, to postpone oral argument set Feb. 16 to earliest available date. Conflict of other cases cited. Opposition to request filed Feb. 9 by Harbenito.

Amendment of Sec. 3.606 of TV Rules and Hearst Radio Inc. (WISN), Milwaukee. New TV, Ch. 10 (Docket 8955, BPCT-383)—Statement filed by Board of Vocational and Adult Education of City of Milwaukee supporting reservation of Ch. 10 for educational use and asking dismissal of Hearst petition for rehearing of FCC opinion of Dec. 17, 1952. Oral argument on Hearst petition set Feb. 16.

Amendment of Part 3 of FCC Rules (Docket 10369)—Comments filed by W. R. G. Baker, director RTMA Engineering Dept.

Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Corp. (WCMW), Canton, Ohio. New TV, uhf Ch. 29 (Dockets 10272, 10273; BPCT-264, 949)—Petition by Stark to continue hearing set Feb. 18 until some date subsequent to April 10. Stark plans to organize new applicant in view of illness of its 50% owner, J. Irvin Schultz.

February 11

WBKB (TV) Chicago—Petition filed by Zenith Radio Corp. to stay effectiveness of FCC memorandum opinion and order of Feb. 10 granting assignment of WBKB's license from Balaban & Katz to CBS. Stay of switch of WBKB from Ch. 4 to 2 also requested. Zenith plans to petition for reconsideration, to be filed not later than Feb. 20.

Routine Roundup . . .

February 5 Decisions

BY COMMISSION EN BANC

Designated for Hearing

KDIA Auburn, Calif., Charles E. Halstead—By order, designated for hearing at Auburn on March 2, 1953 application (BR-2544) for renewal of license.

License Renewal

Following FM stations granted renewal of licenses for regular period:

KALB-FM Alexandria, La.; KCRA-FM Sacramento, Calif.; KFEL-FM Denver, Col.; KFPW-FM Fort Smith, Ark.; KLCN-FM Blytheville, Ark.; KNBC-FM San Francisco, Calif.; KPFM Portland, Ore.; KSCJ-FM Sioux City, Iowa; KSEI-FM Pocatello, Ida.; KSO-FM Des Moines, Iowa; KWKH-FM Shreveport, La.; WBBM-FM Chicago, Ill.; WBCM-FM Bay City, Mich.; WBSM-FM New Bedford, Mass.; WCAE-FM Pittsburgh, Pa.; WCRS-FM Greenwood, S. C.; WCSC Charleston, S. C.; WDBJ-FM Roanoke, Va.; WBDO-FM Orlando, Fla.; WDEL-FM Wilmington, Del.; WDOD-FM Chattanooga, Tenn.; WELD Columbus, Ohio; WFMY Greensboro, N. C.; WGH-FM Newport News, Va.; WGPA-FM Bethlehem, Pa.; WHBS-FM Huntsville, Ala.; WHOO-FM Orlando, Fla.; WHPE-FM High Point, N. C.; WIBX-FM Utica, N. Y.; WIOD-FM Miami, Fla.; WISC-FM Madison, Wis.; WJAC-FM Johnstown Pa.; WMBH-FM Joplin, Mo.; WMBO-FM Auburn, N. Y.; WMBR-FM Jacksonville, Fla.; WMRC-FM Greenville, S. C.; WMVA-FM Martinsville, Va.; WNAC-FM Boston, Mass.; WNAO-FM Raleigh, N. C.; WNBC-FM New York, N. Y.; WNEX-FM Macon, Ga.; WOHS-FM Shelby, N. C.; WPAD-FM Paducah, Ky.; WPAM-FM Pottsville, Pa.; WQXR-FM New York, N. Y.; WROY-FM Carmi, Ill.; WTAG-FM Worcester, Mass.; WTAR-FM Norfolk, Va.; WTIC-FM Hartford, Conn.; WTOP-FM Washington, D. C.; WVBT South Bristol Township, N. Y.; WVJS-FM Owensboro, Ky.; WWCF Greenfield Twp., Wis.; WXHR Cambridge, Mass.; WFAM Lafayette, Ind.; WJMC-FM Rice Lake, Wis.; WPDX-FM Clarksburg, W. Va.

Advised of Hearing

KSJV Sanger, Calif., John Poole Bcstg. Co.—Is being advised that application (BP-8410) for CP to change frequency from 900 kc to 1150 kc and hours of operation from d to unl involves interference to existing stations and indicates necessity of hearing.

Replace Expired CP

WAGS Bishopville, S. C., Lee County Bcstg. Co.—Granted application (BP-8703) for CP to replace expired CP (BP-8203) which authorized new station on 1380 kc 1 kw d.

WJWS South Hill, Va., Mecklenburg Bcstg. Corp.—Granted application (BP-8710) for CP to replace expired CP (BP-8332) which authorized new station on 1370 kc 1 kw d.

Move Studio Site

KFDA Amarillo, Tex., Amarillo Bcstg. Corp.—Waived Sec. 3.30 of rules and granted application (BML-1533) for mod. license to move main studio to site outside city limits.

Advised of Hearing

Luther M. Jones, Jackson, Ohio—Is being advised that application (BP-8435) for new AM on 1280 kc 1 kw D, involves engineering questions involving trans. site and ant. system, and indicates necessity of hearing.

WAVA Ava, Ill., Ava Bcstg. Co.—Is being advised that application (BML-1519) to change main studio location to Du Quoin, Ill., indicates necessity of hearing to determine if such a move would adequately serve city of Du Quoin as required by sec. 3.30(c) of Commission's rules.

Prosperity Land Bcstg. Co., Lubbock, Tex.—Is being advised that application (BP-8221) for new AM on 580 kc 500 w D involves interference with existing stations which indicates necessity of hearing.

Brownfield Bcstg. Co., Brownfield, Tex.—Is being advised that application (BP-8540) for new AM on 1250 kc, 1 kw, D, indicates necessity of a hearing because of daytime interference which would be caused to station KLVT Levelland, Texas.

Remote Control Operation

WTIP Charleston, W. Va., Chemical City Bcstg. Co.—Waived sec. 3.165 of rules to permit continued remote control operation from WTIP studios, until Aug. 1, 1953.

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Designated For Hearing

Darlington Bcstg. Co., Darlington, S. C.—By order, designated application (BP-8158) for new AM on 590 kc 500 w D, for hearing; made WGTM Wilson, N. C., and WAYS Charlotte, N. C., parties to proceeding.

February 5 Applications

TENDERED FOR FILING

Change DA

WWJ Detroit, Evening News Assn.—CP to make changes in DA system to accommodate TV ant.

February 6 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KROC Rochester, Minn., Southern Minnesota Bcstg. Co. (BR-867); KXKX (FM) San Francisco, Electronic Service Corp. (BRH-269); KOKX-FM Keokuk, Iowa, Keokuk Bcstg. Co. (BRH-338).

Extension of Completion Date

WCAR-FM Pontiac, Mich., WCAR Inc.—Mod. CP (BPH-538), as mod., which authorized new AM, for extension of completion date. (BMPH-4808).

February 10 Decisions

BY BROADCAST BUREAU

Replace Expired CP

KSWB Yuma, Ariz., Maricopa Broadcasters Inc.—Granted license to cover CP replacing expired CP which authorized new AM 1240 kc 250 w unl. (BL-4847).

License Granted

WRGA-FM Rome, Ga., Rome Bcstg. Co.—Granted license for FM; Ch. 293; ERP 1.15 kw; ant. 40 ft. (BLH-874).

KRMS Osage Beach, Mo., Robert M. Smith—Granted license for new AM; 1150 kc 1 kw D (BL-4885).

KWHP Cushing, Okla., Cimarron Bcstrs.—Granted license for new AM; 1500 kc 1 kw D (BL 4886).

Granted Informal Application

National Bcstg. Co. Inc., New York, N. Y.—Granted informal application pursuant to sec. 1.327 of Commission's rules as required by sec. 325(b) of Communications Act of 1934, as amended, to deliver via direct relay, air or rail express, various TV programs broadcast in U. S. over TV stations owned by NBC to CBFT Montreal and CBLT Toronto, for broadcast in Canada, for period Feb. 6, 1953 to Feb. 5, 1954.

Extension of Completion Dates

Following granted extension of completion dates as shown: WXEL Cleveland, Ohio, Empire Coil Co., to 8-25-53 (BMPCT-967); KSL-TV Salt Lake City, Radio Service Corp. of Utah, to 8-8-53 (BMPCT-966); WHAM-TV Rochester, N.Y., Stromberg-Carlson Co., to Sept. 11, 1953 (BMPCT-968); WICC Bridgeport, Conn., The Bridgeport Bcstg. Co., to March 6, 1953 (BMP-6114); engineering condition.

Increase Antenna Structure

KOLN Lincoln, Neb., Cornhusker Radio & Television Corp.—Granted mod. CP to increase height of combination AM-TV ant. structure (BMP-6107); engineering condition.

Change Name

WAAB Worcester, Mass., The Olin Corp.—Granted mod. license to change name to WAAB Inc. (BML-1535).

Modification of CP

WPME Punxsutawney, Pa., Punxsutawney Bcstg. Co.—Granted mod. CP to change type trans., change studio location, and approval of ant., trans. location (BMP-6094).

WJAU Spartanburg, S. C., James Cozy Byrd Jr.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6102); condition.

WETZ New Martinsville, W. Va., Magnolia Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6112); condition.

WBTO Linton, Ind., The Linton Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations and change type of trans. (BMP-6098).

Remain Silent

WCLC Flint, Mich., Adelaide Lillian Carrell—Granted request for authority to remain silent for period of 60 days pending financial reorganization.

February 10 Applications

ACCEPTED FOR FILING

Modification of CP

KTLO Mountain Home, Ark., Mtn. Home Bcstg. Corp.—Mod. CP (BP-8420), which authorized new AM, for approval of ant., trans. and studio location as S.W. of state highway #5, approx. 1 mi. N.W. of city square, near Mtn. Home, Ark. (BMP-6119).

KUDL Kansas City, Mo., David M. Segal—Mod. CP (BP-8394), which authorized new AM, for approval of ant. and trans. location as 6200 Independence Blvd., Kansas City, and change type trans. (BMP-6122).

KIDB Idabel, Okla., Idabel Bcstg. Co.—Mod. CP (BP-8399), which authorized new AM, for approval of ant., trans. and studio location as on Section Line Rd., $\frac{1}{2}$ mi. E. of state highway 87 and $\frac{1}{2}$ mi. S. of city limits of Idabel (BMP-6121).

WNRV Narrows, Va., Giles Bcstg. Co.—Mod. CP (BP-8437), which authorized new AM, for approval of ant., trans. and studio location as on state highway 100, 2.1 mi. N.E. of Narrows, Va. (BMP-6120).

Change Name

WSOY Decatur, Ill., Illinois Bcstg. Co.—Mod. license to change name to Lindsay-Schaub Newspapers Inc. (BML-1536).

License Renewal

KOKX Keokuk, Iowa, Keokuk Bcstg. Co.—Requests renewal of license (BR-1783).

February 11 Applications

ACCEPTED FOR FILING

TV Applications Amended

WCAE Inc., Pittsburgh, Pa.—Amended application to change frequency from 198-204 mc (Ch. 11) to 66-72 mc (Ch. 4); ERP from 316 kw visual, 158 kw aural, to 100 kw visual, 50 kw aural; antenna height above average terrain from 849 ft. to 1,000 ft., studio and transmitter location from 740 Ivory Ave., Pittsburgh, to studio location "to be determined", but within limits of Forest Hills, Pa., transmitter location to Sutersville, Rillton Road, R.D. #1, Irwin, Pa. (BPCT-293, amended).

KDZA-TV Pueblo, Col.—Pueblo Radio Co. Mod. CP (BPCT-1172 which authorized new TV station) to change ERP to 16.7 kw visual, 8.35 kw aural, from 10.5 kw aural, 5.3 kw aural and to correct geographic coordinates (not a move). Ant. height above average terrain 275 ft.

KCSJ-TV Pueblo, Col.—The Star Bcstg. Co. Amendment to correct geographic coordinates.

WTVE (TV) Elmira, N. Y.—Elmira Television. Mod. CP (BPCT-1161 which authorized new TV station) to change ERP to 62.4 kw visual, 31.2 kw aural, from 58 kw visual, 29 kw aural, change ant., etc. Antenna height above average terrain 896 ft.

TV Stations to Share Time

Salinas, Calif.—The Monterey Radio-Television Co. (BPCT-1225, amended) and **Salinas Bcstg. Corp.** (BPCT-1222). Applications of both applicants amended to change hours of operation from fulltime to sharing time with each other. In addition, Salinas Bcstg. Corp. further amends its application to change ERP from 11.5 kw visual, 5.9 kw aural, to 10 kw visual, 5 kw aural; transmitter location from Mt. Toro, about 10 mi. south of Salinas, Calif., to Baldy Peak, Monterey County, Calif., and studio location from West Laurel Drive, Salinas, Calif., to "To be determined," Salinas, and change in equipment.

AM Application Amended

South Plains Bcstrs., Slaton, Tex.—Amended application to change name of applicant from D. P. Pinkston, M. M. Rochester and Rex Webster to Rex Webster, tr/as South Plains Bcstrs. (BP-8291, for 1340 kc, 250 w fulltime).

Seek Emergency Antennas

KECA-TV Los Angeles, Calif.—Requests CP for installation of emergency antenna with ERP of 4.26 kw visual, 2.13 kw aural (BPCT-1561).

KGO-TV San Francisco, Calif.—Requests CP for installation of emergency antenna with ERP of 3.7 kw visual, 1.85 kw aural (BPCT-1562).

License for CP

WPID Piedmont, Ala.—License for CP (BP-8081, as mod.) which authorized new AM station on 1280 kc (BL-4903).

KINY Juneau, Alaska—License for CP (BP-8464) which authorized frequency change (BL-4899).

KBLO Hot Springs, Ark.—License to cover CP (BP-8181, as mod.) which authorized new AM station on 1470 kc (BL-4900).

WACB Kittanning, Pa.—License for CP (BP-8518, for 1380 kc) which authorized power increase and changes in transmitting equipment (BL-4901).

KFYO Lubbock, Tex.—License for CP, as mod. (BP-4391), which authorized frequency change, power increase, change in DA-DN and change transmitter location, for 790 kc (BL-4898).

Specify Transmitter Locations

WLSE Wallace, N. C.—Mod. CP (BP-8171 which authorized new AM station on 1400 kc) to specify antenna, transmitter and studio locations as on U. S. 117, 1.2 mi. north of Wallace, N. C. (BMP-6123).

WFRM Coudersport, Pa.—Mod. CP (BP-8374 which authorized new AM station on 600 kc), for approval of studio location as 9 Main St., Coudersport, Pa., and transmitter and antenna location as 600 ft. east of State Highway Alternate 872, atop summit of Dutch Hill, 1.6 mi. SE of center of business district of Coudersport (BMP-6125).

Elk-Cameron Bcstg. Co., Emporium, Pa.—Mod. CP (BP-8265 which authorized new AM station on 1340 kc), for approval of studio, transmitter and antenna location as 400 ft. off Cameron Road (U. S. Route 120) at eastern end of Emporium, 100 ft. east of Emporium city limits (BMP-6126).

WAGS Bishopville, S. C.—Mod. CP (BP-8703, which authorized new AM station on 1380 kc) for approval of studio, transmitter and antenna locations (BMP-6129).

Power Measurement

WOPI Bristol, Tenn.—Requests authority to determine operating power by direct measurement of antenna power (BZ-3460; station operates on 1490 kc).

Side Mount FM Antenna

WFAH Alliance, Ohio—Mod. CP (which authorized new AM station on 1310 kc) to change transmitter type and side mount FM ant. on center AM tower (BMP-6128).

Extension of Completion Date

WNBH-TV New Bedford, Mass.—Mod. CP (BPCT-217 as amended which authorized new TV station) for extension of completion date from March 11 to Sept. 7, 1953.

WCTV (TV) Flint, Mich.—Mod. CP (BPCT-930 which authorized new TV station) for extension of completion date from March 11 to Sept. 8, 1953.

WHIO-TV Dayton, Ohio—Mod. CP (BPCT-890 which authorized changes in existing station) for extension of completion date March 11 to Sept. 11, 1953.

WCAR Detroit, Mich.—Mod. CP (BP-8219, which authorized installation of new vertical antenna and to mount FM antenna on top of

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AM power) for extension of completion date (BMP-6124).

WTMJ-TV Milwaukee, Wis.—Mod. CP (BPCT-695, as mod., which authorized changes in facilities of existing TV station) for extension of completion date from March 11 to June 11, 1953 (BMPCT-977).

Request License Renewals

Following stations request renewal of license: **KBIS Bakersfield, Calif.** (Marmat Radio Co., BR-2296); **KXOC Chico, Calif.** (KXOC Inc., BR-2341); **KVEC San Luis Obispo, Calif.** (The Valley Electric Co., BP-926); **KGMC Englewood, Calif.** (BR-1687); **WFLA Tampa, Fla.** (The Tribune Co., BR-1110); **WGGH Marion, Ill.** (George W. Dodds, BR-2259); **WKCT Bowling Green, Ky.** (The Daily News Bcstg. Co., BR-1908); **WILK Wilkes-Barre, Pa.** (Wyoming Valley Bcstg. Co., BR-1408); **WRRF Washington, N. C.** (Tar Heel Bcstg. System, BR-1171); **KWAT Watertown, S. D.** (Midland National Life Insurance Co., BR-1048); **KDEF Center, Tex.** (Center Bcstg. Co., BR-2234); **KPRC Houston, Tex.** (The Houston Post Co., BR-408); **KTLW Texas City, Tex.** (Texas City Bcstg. Service, BR-2153), and **KTW Seattle, Wash.** (The First Presbyterian Church of Seattle, Wash., BR-64).

Seek Experimental TV Renewal

KE2XHZ Nutley, N. J.—Federal Telecommunications Labs. Inc. Application for renewal of experimental TV broadcast station (BREX-11).

APPLICATIONS RETURNED

KICO Calexico, Calif.—Charles R. Love. *Returned* request to measure antenna power to determine operating power (1490 kc).

WDLA Walton, N. Y.—Delaware County Bcstg. Corp. *Returned* request for transfer of control from licensee to James A. McKechnie, Dr. Donald A. Corgill and David A. Kyle (1270 kc).

WKKO Cocoa, Fla.—Brevard Bcstg. Co. *Returned* request for assignment of license (860 kc).

KIVY Crockett, Tex.—The Pioneer Bcstg. Co. *Returned* request for involuntary assignment of license (1570 kc).

KTRN Wichita Falls, Tex.—Texoma Bcstg. Co. *Returned* request to install new trans. as aux. trans. for D use and alternate main trans. for N use at present location of main trans., 1290 kc, 1 kw, DA-N.

APPLICATIONS DISMISSED

Lexington Park, Md.—Fulton Lewis jr. *Dismissed* request for new AM station of 920 kc, 1 kw fulltime (BP-8452).

KGLN Glenwood Springs, Col.—Western Slope Bcstg. Co. *Dismissed* request for frequency change from 1340 kc, 250 w, to 970 kc, 1 kw day and 500 w night, change ant. system (BP-7975).

PARAMOUNT CASE

Selected portions of FCC decision on the merger of ABC with United Paramount Theatres Inc. and on finding Paramount Pictures Inc. controls Allen B. DuMont Labs. (See story this issue)

21. This part of the proceeding involves the proposed merger of American Broadcasting Company, Inc. (ABC) into United Paramount Theatres, Inc. (UPT), the merged company to be known as American Broadcasting-Paramount Theatres, Inc. (AB-PT). The particular applications before us in connection with the proposed merger are applications for assignment of ABC's authorizations for television, AM and FM stations in Chicago, Los Angeles, San Francisco and New York, and for the transfer of control over ABC's wholly-owned subsidiary WXYZ, Inc. (licensee of television, AM and FM broadcast stations in Detroit) to AB-PT, and the application by UPT to transfer to AB-PT its negative control over WSMB, Inc., licensee of WSMB and WSMB-FM in New Orleans. While the particular applications we must pass upon are related, strictly speaking, only to the stations referred to above, in applying the statutory standard of "public interest" we must consider the effect of the merger not simply upon the owned and operated stations but also upon the ABC radio and television network and its competitive status.

22. We have long recognized that network broadcasting is an integral and necessary part of radio,[5] and we have more recently extended this recognition of the benefits of network broadcasting to the field of television.[6] We have also recognized that the public interest is served by competition among the networks, both radio[7] and television.[8] Indeed, it was our concern with the necessity of stimulating competition in network broadcasting, as discussed in detail in paragraph 99 of the findings, that led to the establishment of ABC in 1943 as an independent, competitive network. However, while ABC has been aggressive in securing AM affiliates, in obtaining its full quota of owned and operated television stations in major markets, in pioneering with respect to certain practices now standard network usage, and in developing special events and news programs which could be produced at moderate cost, it has not been able to compete effectively with NBC and CBS either in radio or television.

23. The dominant positions of NBC and CBS in network broadcasting, both in radio and in television, together with some of the reasons for their position, have been discussed in detail in paragraphs 105 to 110 of the findings and that discussion need not be repeated here. ABC has been unable to compete effectively with NBC and CBS, principally because it lacks the financial resources, the working capital, and the diversity of revenue-producing activities of the other networks or the companies with which they are associated. Increased financial resources are essential to enable ABC to improve its program structure, build larger audiences, and thereby attract and retain sponsors and affiliates. ABC has attempted from time to time to secure additional capital but with only meager success. The methods by which large amounts of capital can be attracted to a non-diversified and somewhat speculative enterprise are limited, particularly where the enterprise, in nine years of operations, has never paid a dividend. Attempts to secure equity capital through public issues of stock have been only partially successful. Short term bank loans, already resorted to by ABC, afford no permanent answer, and such loans have recently been obtained only through the personal endorsement of ABC's principal stockholder. The management of ABC therefore decided to seek a merger with another company and, after unsuccessful discussions with other organizations, finally initiated negotiations with United Paramount Theatres, Inc., which resulted in the proposed merger.

24. The financial, organizational and operational details of the proposed merger are set forth in paragraphs 113 to 126 of the findings. They indicate that the merged company will have an ABC Division which will be a self-contained unit having full charge of the day-to-day broadcast operations and following existing ABC program and public service policies, and which will continue to have as its president Robert E. Kintner; that the merged company will have adequate resources to enable the ABC Division to strengthen its programming and improve its physical properties, and thereby compete more vigorously with the other networks; and that the ABC Division, while retaining substantially its existing personnel organization, will secure the benefit of the full-time efforts of four of UPT's top executives, including Robert H. O'Brien, a former member of the Securities and Exchange Commission. ABC will have representation on the Board of Directors of the merged company and Edward J. Noble, organizer and presently majority stockholder of ABC and chairman of its board of directors, will be a director of the merged company, chairman of its finance committee and the largest individual stockholder.

25. Thus far, we have been concerned with the affirmative aspects of the proposed merger, chiefly the increased competition that ABC would be able to provide to the other networks. We now turn to a consideration of the possible adverse effects arising from the merger of a theater chain and a radio and television network.

26. One possible adverse argument is that the merged company could dominate the field by virtue of its size. However, ABC combined with UPT would still be dwarfed by the Radio Corporation of America, and the organizations now enjoying network supremacy are too strong to warrant any fear that the competition to be afforded by AB-PT, while formidable, would place it in a dominant position. Another possible adverse argument is that UPT is entering into a merger with ABC in order to suppress ABC and thereby cripple television. The obvious answer to this is that pursuing such a course would have only a relatively minor adverse effect on television, would cripple UPT financially, and produce only a minute increase in attendance at UPT's own theatres. There are, however, elements of competition presently or potentially existing between ABC and UPT as separate organizations which will probably suffer to a degree should the merger be effectuated, and these elements require and have received serious consideration. Paragraphs 127 through 142 of the findings contain a brief analysis of the competitive factors involved in the merger, particularly with respect to competition for audience and competition for product, the availability and future use on television of motion picture feature film in comparison with films made specially for television, and the effect upon competition of theatre television and pay-as-you-see television. The autonomous operation of the ABC Division and the decentralized operation of UPT's theatre subsidiaries and the obvious determination of the AB-PT officials to promote both media should serve to preclude the elimination of the competition for audience that probably exists between UPT theatres and ABC television stations and affiliates; on the other hand, we do not for a moment believe that some lessening of competition may not inevitably occur. However, we feel that there will not be any substantial lessening of competition, in view of the external competition facing UPT theatres and ABC radio and television stations and affiliates in every area, as pointed out in paragraphs 131 to 135 of the findings, and in view of the reasonable expectation that this competitive situation will continue, for the reasons stated in paragraph 135 of the findings.[9] Furthermore, this external competition, particularly in radio and television, is sufficiently strong to compel AB-PT, even if it were not already so committed, to promote vigorously its activities in each medium; failure to develop strong ABC programming would more probably result in greater

[5] *Report on Chain Broadcasting* (Docket No. 5060, 1941), page 88. The benefits of network broadcasting, as set forth in this Report, are referred to in paragraph 97 of the findings *supra*.

[6] Notice of Proposed Rule-Making, Docket No. 9807, adopted October 5, 1950.

[7] *In re Radio Corporation of America*, 10 FCC 212.

[8] Notice of Proposed Rule-Making, *supra*.

[9] It has been suggested that the Commission's decision on the merger will eventually permit the motion picture industry to take over television. This argument ignores the fact that the operation of television stations is conducted pursuant to a statutory licensing plan. No transfer of a license may be made without Commission consent. This consent is also required for the renewal of a license. Both require determinations as to the public interest. The fear of domination of television by motion picture interests, therefore, is unwarranted in view of the Commission's continuing supervision of the growth of television.

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audience for programs of its broadcast competitors than for AB-PT theatres.

27. It is the aforementioned factors, among others, which distinguish the proposed merger from the situation which existed within NBC at the time it operated two networks, the Blue and the Red, a situation which the Commission regarded as adversely affecting competition. Specificially, the competition, or more accurately, the potential competition between the Blue and Red networks could have been direct and on "all fours", whereas the competition, present or potential, between a television network and a theatre chain is by no means as direct and complete as that between two independent networks. Secondly, whereas AB-PT will face the competition of other theatres, and of other networks in a dominant position, and will have to promote both of its activities vigorously, NBC was the dominant company in the field, had no great need to promote both networks vigorously, and, as a matter of fact, did not promote the Blue Network as vigorously as it did the Red. In fact, as we pointed out in the Network Report (page 45) the Red and Blue networks were not "even two distinct operating divisions or departments within NBC," and there was no real competition, as indicated in part by the policy of granting discounts on combined billings of the two networks (page 45). Finally, whereas the proposed merger offers the affirmative benefit of fostering competition between ABC and the dominant networks, the preservation of the two networks under NBC would not have promoted competition but would have limited it and maintained the dominant position of NBC.

28. Turning to the question of competition for product, we find that there is little, if any, competition presently existing between theatres and television for films, and the sources from which theatres and television secure films are separate and distinct. Any expectation of competition between television and theatres for films assumes that current motion picture feature films produced by the major producers would be made available to television; based upon the financial and other problems referred to in the findings, particularly paragraphs 61 to 65 and 128, we do not anticipate that the "majors" will initiate during the next few years a general release to sponsored home television of current feature film produced for motion picture theatre exhibition. In any event, we must bear in mind that the ABC network does not regard motion picture feature films as having much value for networks, and that the trend, for reasons outlined in paragraph 130 of the findings, is to film made specially for television. Such films are presently being produced by independent companies (as distinguished from the "majors") and three of the networks are either actually engaged in making them or, as in the case of ABC, preparing to do so. The "majors" may find that their high costs of production, high standards of technical perfection, late start in making films specially for television and the existence of other sources for such film give them only a modest role in the television film market. In summary, it appears unlikely that the "majors", who are the principal source of film for UPT theatres, will be the principal source or even a substantial source of film for the ABC network or ABC owned and operated stations. To the extent that the "majors" may in the future be a source of film, either substantial or minor, for both UPT theatres and the ABC network and owned and operated stations, to that extent, the merger might reduce the competition between them that might otherwise exist, but then only to the extent that the merged company's pledge to promote both media aggressively and the autonomous operation of ABC and decentralized operation of the theatre subsidiaries prove ineffective to maintain that competition.

29. While UPT, through its theatre subsidiaries, has been a substantial purchaser[10] of film (amounting to approximately $30,000,000 in 1951), its so-called purchasing power must be considered in the light of the requirement of the consent judgment that pictures must be licensed, picture by picture and theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others. Furthermore, the announced policy of AB-PT is to make no package deals for theatre and television, and as stated above, its proposed organization is designed to effectuate this policy. Under these circumtances and in view of all of the uncertainties concerning the purchase by television and theatres of films from the same sources, we cannot credit with reasonable probability any suggestion that an unfair competitive advantage might accrue to ABC in the purchase of films, as a result of being associated with UPT.

30. The competition between theatre and home television for audience and product, as it exists today, is analyzed briefly in paragraphs 138 and 139 of the findings. Paragraphs 79 to 83 of the findings refer to the number of theatre television installations in theatres of UPT subsidiaries, the number of events televised, the financial results of theatre television events, the use of theatre television by the Civil Defense Administration and its projected use by business corporations for meetings. On the basis of the facts and findings on this record, we do not believe there is any reasonable probability that the merger of the home television and theatre television interests here involved will result in a substantial lessening of competition. As far as the future of theatre television is concerned, we do not propose to anticipate here what will develop in the pending rule-making proceeding (Docket No. 9552).

31. As far as pay-as-you-see television is concerned, to evaluate its role in the competitive situation in view of its experimental status, calls for stacking one assumption upon the other. This we have done in paragraph 140 of the findings. However, the competitive situation assumed is too remote and speculative to require or warrant any conclusions. The competitive situation with respect to stories and talent is referred to in paragraphs 141 and 142 of the findings; it is sufficient to state here that no competitive problems arise as far as stories are concerned and, as for talent, it is unlikely that the merger would substantially lessen competition in that respect.

32. Upon reviewing the competitive factors hitherto discussed, we conclude that while the merger may result in some lessening of some aspect of the competition that exists, either presently or potentially, between ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or tend to monopoly in any section of the country or in any line of commerce. We believe that the merger meets the test of Section 7[11] of the Clayton Act, 15 U.S.C. 18, as amended on December 29, 1950, as well as the test of issue No. 9[12] of the Commission's Order of August 27, 1951. In our opinion, the merger will not only fail substantially to lessen competition but will promote competition. The merger will provide ABC with the financial resources to carry out its plans to strengthen its programming and improve its physical plant and thereby provide substantial competition to the other networks, enabling both its owned and operated stations and its affiliates to improve their service to the public, and stimulating the other networks and stations to compete in turn. Furthermore, the increased competition which the merger will foster appears certain, substantial and immediate whereas the lessening of competition which may occur would be minor, limited and remote. We therefore conclude that the merger will be in the public interest.

* * *

Control Issue

5. The rights which Paramount holds in DuMont constitute both negative control of important phases of DuMont's corporate existence and potential affirmative control over all phases. It is the largest single stockholder, holding all 560,000 shares of the "B" stock and 2.4% (43,200 shares) of the "A" stock. Dr. DuMont, the largest single "A" stockholder, owns only 3%. Its ownership of the "B" stock gives it an automatic uncontestable right to name three of the eight directors as well as three officers. The practical consequences of these facts in terms of influence, and potential and negative control, are clear. No amendment can be made to the Certificate of Incorporation, nor can any other provision affecting the voting or other rights and privileges of either class of stock be made, without the affirmative vote of Paramount's "B" stock. The following additional corporate actions cannot be taken without the affirmative vote of Paramount's "B" stock: reduction of capital, dissolution and liquidation, consolidation or merger (a matter of obvious importance in view of our decision on the merger approved in this proceeding), and sale of assets and franchise.[2] Furthermore, the corporation's by-laws can only be amended, repealed or adopted by unanimous vote of all of the directors, including the Paramount directors, or by a majority vote of both classes of stock. Whatever the likelihood that any of these actions will be considered in the immediate or distant future, Paramount is clearly in a favored position, by virtue of its ownership of all the class "B" stock and a substantial block of class "A" stock, to dominate the corporation in any situation where it determines that such domination is essential to serve Paramount's corporate interests.

* * *

9. Paramount, through the corporation's charter, has assured itself of a position of influence which no other DuMont stockholder is given. We have found that the day-to-day operation of corporate affairs is predominantly in the hands of Dr. DuMont, and that he has consistently solicited and secured a majority of "A" proxies. We have also found that, with rare exceptions, the "A" and "B" directors have agreed in their voting. We are not unmindful of these findings.[3] They cannot, however, change the realities of Paramount's existing negative and potential positive control, and influence of the very type which must be recognized if Section 310(b) and Section 3.636 (b) are to be effective. Their impact is also diminished by the necessity of evaluating Paramount's actions in the light of the Commission's past determinations that DuMont was controlled by Paramount and the pendency of the present proceedings. See Television Pro-

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[10] UPT does not produce or distribute film. As for its relationship to Paramount Pictures Corporation, see paragraphs 28 and 29 of the findings and paragraph 37 of the conclusions.

[11] No "corporation engaged in commerce shall acquire, directly or indirectly, the whole or any part of the stock or other share capital and no corporation subject to the jurisdiction of the Federal Trade Commission shall acquire the whole or any part of the assets of another corporation engaged also in commerce, where in any line of commerce in any section of the country, the effect of such acquisition may be substantially to lessen competition, or to tend to create a monopoly."

[12] "To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatres, Inc., if consummated, would substantially lessen competition or tend to monopoly in any line of commerce in any section of the country."

[2] It has been asserted that the Commission need not be concerned about this aspect of Paramount's control, since before such a merger or transfer of assets could be consummated the Commission's approval would have to be sought under section 310 (b) of the Act, but Paramount's control in these matters is negative, not positive. It could, for example, prevent a merger between DuMont and one of its moving picture competitors, and this exercise of control would not be reviewed by the Commission. For the Commission passes upon transfers and assignments agreed to by a licensee or permittee, not upon the possible transfers and assignments which the controlling element in a licensee have vetoed.

[3] We have given careful consideration to the Hearing Examiner's findings on these matters. His conclusions are reversed because we find control as a matter of law in the legal position of Paramount in DuMont, and because we disagree, in light of the whole record, with his evaluation of the impact of these facts upon that legal position.

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Help Wanted

Managerial

General manager. If you have a record of successful management and sales in a small market here's an opportunity for you to qualify for similar position in large metropolitan market. Box 750S, B•T.

Florida network station desires to employ experienced radio station manager preferably with money to invest, although not essential. Box 787S, B•T.

Salesmen

Salesman. $50. weekly salary plus 10% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 685S, B•T.

Sales manager wanted. Unusual opportunity for aggressive sales manager with good past record to obtain promotion in metropolitan market. Box 751S, B•T.

If you are not making as much money as you should, your inquiry into this opportunity of a permanent sales career in a large metropolitan market may reward you with unlimited success. Salary plus commission. Box 799S, B•T.

Salesman-announcer. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Sales manager qualifications? If ready to move up, looking for security, recognition and challenge, here is unusual opportunity. New York state major network affiliate seeks high caliber responsible worker with established record local sales. Healthy two station market, right size community for family life. Top organization, TV interests. Every benefit, company paid retirement plan. Salary incentive arrangement. Send complete presentation including references. Confidential. Box 830S, B•T.

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

New York transcription firm desires station relations representative with radio and/or television business background. Must own car, free to travel. Will interview in New York. Submit complete personal and business resume. Box 847S, B•T.

TV account executive for new Illinois station on air late March. Guarantee and commission arrangement. Man we are looking for probably is in TV sales with middle market station and is interested in joining new operation that offers him opportunity for advancement. Write qualifications in reply, will be treated in confidence. Photo. P. O. Box 865, Rockford, Illinois.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in excellent market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Comedy DJ, flowing, non-hesitant ad-lib. "Cue-in"gimmicks. Movie-star impersonations, dialects. Single preferred. Box 703S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Help Wanted—(Cont'd.)

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Salary open. Prefer applicants from this region only. Complete information, photo and tape or disc to Box 732S, B•T. All applications will be acknowledged.

Versatile announcer-newsman for Michigan station. Must be capable gathering local news and covering special events plus general announcing duties. Good conditions, excellent future. Send audition, photo, complete resume. Box 756S, B•T.

Michigan station wishes versatile staffer with leaning to sports. Send tape. Photo, full details. Box 785S, B•T.

Announcer-technician wanted. Emphasis on announcing. Good network station in southwest. Want clean-cut experienced young man. Send full info, voice audition and photo. Box 796S, B•T.

Announcer-salesman. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Progressive Iowa independent has an opportunity for a good morning man with ad-lib ability and relaxed commercial style. Send only resume and picture with first letter. Box 815S, B•T.

Announcer-engineer with first phone. Emphasis announcing. 1000 watt independent in progressive Texas market of 35,000. $350.00 per month. Send letter and audition. Box 817S, B•T.

Will Pay $60.00 for versatile ad-lib announcer, good voice and English. Box 837S, B•T.

Announcer, immediate opening solid organization in multi-station midwest area. Congenial staff. TV applied for. Fine opportunity. Audition returned. Send complete resume. Box 838S, B•T.

Experienced staff announcer, top newscaster and versatile disc jockey. Apply only if permancy in mind and if worth minimum $75 weekly. Box 1056, Twin Falls, Idaho. Send photo, tape, experience and references.

Immediate opening combo man with first class license, good on news, wire or call KBLI, Blackfoot, Idaho.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Need two announcers for fulltime network station now under construction LaFollette, Tenn. Must have now, or obtain in 45 days, second class ticket. Contact Ross Charles, WATO, Oak Ridge, Tenn.

Announcer with good voice for all-round staff work. No specialist. Some experience. Contact Mangaer, WCOJ, Coatesville, Penn.

Versatile, mature staff announcer for a 5000 watt ABC station in Virginia's largest market. Send tape or disc audition to Ambert Dail, WGH, Newport News, Va.

Experienced, all-round announcer, WICY, Malone, N. Y., immediately.

Wanted, two experienced straight announcers for new North Carolina daytimer. Good salary and living conditions. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

Announcer for morning DJ, sports and special features. Hours rough. Pay $60-$80 plus. Must be versatile and experienced. Contact Mr. Hope, WKRT, Cortland, N. Y.

Immediate opening announcer and announcer-engineer. Floaters and drifters need not apply, give full details. Apply today, salary open. WMJM. Cordele, Ga.

Help Wanted—(Cont'd.)

Southern regional daytimer dominating market of 100,000 has opening for experienced staff announcer who wants chance to build his own specialty. Send E. T.'s, photos, tapes to Bob Mann, WPNX, Phenix City, Alabama.

WRBL, Columbus, Ga., now holding audition for announcer. Send tape, background to Ridley Bell, Program Director.

Announcer with ad-lib experience, read news, hillbilly and colored disc jockey shows. Announcing must be good. Joe Phillips, WSSO, Starkville, Mississippi. Home of Mississippi State College.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

Virginia kw needs engineer. State minimum salary expected. Box 639S, B•T.

1st class experienced engineer capable assuming chief engineer duties 250 watt Ohio daytime station. Good working conditions and salary. Box 776S, B•T.

Wanted. First class engineer-announcer. Box 810S, B•T.

Wanted immediately: 1 kw station needs first class engineer immediately. Good working conditions. Salary $280 per month, raise in 3 months. No announcing. Transportation necessary. Call or wire KECK, Odessa, Texas.

Wanted—Transmitter engineer with car, 5000 watt regional station with television application on file. Radio Station KJAY, Topeka, Kansas.

Wanted, an engineer with first phone. $72.00 for forty-eight hour week. Write, phone or wire KLMS, Lincoln, Nebraska.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

First phone license; AM transmitter operator with opportunity to work into UHF TV. Starting wage $50.00/40 hours with periodic increases. Experience not necessary, but automobile is. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Urgently need first class operator. Transmitter, remotes, recording, no combo, no experience necessary. Chief Engineer, WCNB, Connersville, Indiana.

Wanted—First class engineer with car. $65.00 for 40 hour transmitter shift. Excellent community, friendly working conditions, WE AM transmitter, Federal FM transmitter, topnotch 8 room transmitter building. Submit complete resume to Chief Engineer, WCSI, Columbus, Indiana. Phone 2-1123.

First phone; transmitter operator. WSYB, Rutland, Vermont.

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Midwest CBS station wants good commercial copywriter or combination traffic-copy man. Young, experienced, enthusiastic. Submit outline of qualifications, references, required salary and photo. Box 795S, B•T.

Young woman—Wanted for continuity director. Northeast Pennsylvania. Fulltime network affiliate. Plenty of hard work; well compensated for it. Station expects to go into TV. Must be available June 15th. Send qualifications, experience, references and salary expected. Box 820S, B•T.

Experienced copywriter wanted: Good position with one thousand watt North Carolina station. Salary based on experience. Send full particulars, photo and sample scripts with first letter. Box 833S, B•T.

Film man for advertising agency in large eastern market, experienced in all phases of 16mm production to serve as assistant director, cameraman and editor. Must have extensive background and be able to show samples. Enclose all pertinent data and state salary requirements. Box 849S, B•T.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

Stenographer, excellent opportunity for efficient and ambitious steno with experience in radio and TV Time Buying Department of Advertising Agency. Good salary, free insurance 37½-hour week. Miss Knight, Arthur Meyerhoff & Co., 410 No. Michigan Ave., Chicago, Del. 7-7860.

XUM

Help Wanted—(Cont'd.)

TELEVISION

Salesmen

TV topflight account executive for new St. Louis, Mo., U.H.F. station on air May. Guaranty and liberal commission arrangement assures income of well over $10,000 per year—man we are looking for is presently in TV sales and is interested in moving up the ladder in that he will step in as local sales manager within a few months, after proving his abilities. Write complete qualifications in reply, will be treated in strict confidence. WTVI, Signal Hill Telecasting Corp., Room 1939, Boatmen's Bank Bldg., St. Louis 2, Mo.

Production, Programming, Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience will be important consideration. Send resume, salary requirements and photo. Box 677S, B•T.

Wanted: Production director, film technician and chief announcer for new TV station in southwest. Write giving complete experience, qualifications and salary expected. Box 766S, B•T.

Traffic for new midwest TV. Young lady with either radio or television experience in traffic dept. Prefer telegenic person that can double for limited "on camera" duties. Send details, availability, photo. Box 845S, B•T.

TV production director-announcer interested in midwest middle market station on air March. Man we are looking for is now assistant production director and knows production, traffic, continuity, has commercial ideas and can direct limited live programs. Photo. P.O. Box 865, Rockford, Illinois.

Situations Wanted

Managerial

Sales manager. Young aggressive. Ten-year record of successful achievement. Radio or TV. Box 757S, B•T.

Manager. 12 years in radio. Grass roots experience in all phases. Enterprising. College graduate. Married. Prefer small market. Box 804S, B•T.

All-round good station-commercial manager with outstanding record of success. Many years experience all phases radio from 250 watts up. Thoroughly capable, progressive live-wire with fine radio and motion picture background. Can handle TV. Mature family man, best references. A decided asset to your station and city. Employed and doing fine job. Desires single station market in mild climate. Box 821S, B•T.

Salesmen

Salesman, experienced other fields. Radio schooled. Capable announcer. Veteran. Let's get together. Box 797S, B•T.

Announcers

Sportscaster. Experienced, employed. Seeks position year-round sports station, TV plans, major market. TV trained. Baseball a must. Air tapes, references. Box 648S, B•T.

Announcer. 5 years experience — music, news, sports, play-by-play. Personality. Box 728S, B•T.

6 years experience, staff, local news, baseball, deejay, emcee. Currently employed 5 kw net affiliate in major 7 station market. Desire east. Box 758S, B•T.

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Attractive, energetic radio gal, 5½ years experience in two metropolitan stations, seeking greater opportunities in smaller station that thrives on versatility. Prefer east. Box 791S, B•T.

Newscaster. Reporter. Play-by-play sports. 6 years. Family. Tape. Box 793S, B•T.

Announcer-DJ specialty, also all-round—Negro—can carry vast audience in Chicago area. Box 794S, B•T.

Baseball is in the air and young, enthusiastic sportscaster desires play-by-play position, also do all other major sports; plus DJ and special events. Send for disc and photo. Box 800S, B•T.

Announcer, DJ, news, dependable, conscientious, available immediately. Resume, tape or disc on request. Box 802S, B•T.

Announcer, newscaster, DJ. Heavy on news. Single. Disc, tape and resume on request. Box 803S, B•T.

Situations Wanted (Cont'd)

Announcer, 7 years experience, all phases. Authoritative voice, cooperative, congenial. Box 805S, B•T.

Experienced announcer, network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo, Box 807S, B•T.

Announcer, young, two years with Armed Forces Radio. Experienced in all phases small station operation. Pleasant voice, desires permanent position in southeast. Draft exempt. Tape and photo on request. Will be available May 1. Box 808S, B•T.

Announcer-writer, experience console, DJ, news, all continuity, college grad, married. Ambitious seeking advancement, trained in production. Box 812S, B•T.

Announcer, newscaster, combo man, heavy on sports and music. Audition disc available. Box 818S, B•T.

Announcer, control board operator. Heavy on sports and music. Audition tape or disc available. Box 819S, B•T.

Staff announcer presently employed at small station desires change, tape and references on request. Box 822S, B•T.

Moving up. Experienced play-by-play, DJ, news, etc. Box 825S, B•T.

Versatile announcer wants to locate in midwest. Personality that sells. Box 827S, B•T.

Sports: Ten years, all sports play-by-play. Sportscasts. A-AAA baseball. Excellent references. Background splendid; includes sales, personality shows. Real producer, worker, builder. Employed, want potential. Box 829S, B•T.

Combination man, 6 years experience, excellent references, strong on all phases of announcing, consider all replies. Box 834S, B•T.

Experienced broadcaster, background in electronics and television camera and directing. Desire position as staff announcer, preferably with station contemplating television. Box 839S, B•T.

Comedy DJ team. Good staff men currently with independent. Desire change, California, Arizona. Tape, photos resume available. Single, draft exempt. Box 842S, B•T.

Announcer, Korean veteran, four years experience, 150 miles New York City. Available now. Box 844S, B•T.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Announcer, draft exempt, seeks to broaden experience and grow with progressive small station. Especially good sports play-by-play. News, DJ, control board. Resume, audition available. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Journeyman-announcer. Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, versatile, dynamic potential, seeks permanent station opportunity, sales, advertising, development. B.S. Degree, single, free to travel. Resume, disc, references. William Fore, 300 Central Park West, New York.

Situations Wanted—(Cont'd.)

Do you want a permanent staff announcer? Experience limited. Ability to learn great. Married, draft exempt. Call E. H. Osborn, 874541, Tampa, Florida, or write P.O. Box 255, Tampa.

Technical

First phone, inexperienced, technically schooled, no announcing, 4 years radio-TV work, single, veteran. Box 788S, B•T.

Want position broadcast field, eastern U.S. First phone license, pleasant voice, prefer combination work. Box 811S, B•T.

Experienced chief engineer with twenty years experience available immediately for AM or TV station chief's position. VOA experience. Southwest preferred. Family. Box 816S, B•T.

Available immediately, chief engineer, nineteen years practical experience. Give full information, salary, housing, etc. Box 832S, B•T.

First phone, radio-TV graduate. One year AM experience. Desire TV or AM position. Eastern states preferred. Box 840S, B•T.

Engineer, five years experience. Full references. State details. Box 848S, B•T.

Radio telephone 1st class. FCC. Desires position out town. Inexperienced. Joseph Carrasquillo, 754 E. 161st St., Bronx, N. Y.

Production-Programming, Others

Sports director, situated network affiliate, seven years sports programming, play-by-play experience, sports writing, production skills, young, married, seeking top radio-TV sports operation. Box 790S, B•T.

Two men, 15 and 20 years at one 50 kw station Production, directing, programming, orch and vocal arranging, copying; vocal coaching, talent exploitation; music and transcription libraries. Some television. Still employed. Will separate. Box 824S, B•T.

Program director-morning man, tops at both jobs. Need me? Box 826S, B•T.

Ambitious, capable, young fem SRT grad desires position with growing TV station in continuity, technical or production department. Box 843S, B•T.

Available immediately sports, program director, five years experience. Draft exempt. Contact Bob French, KIOX, Bay City, Texas. Phone 4642.

News-writer, editor; photographer still, movie; 27 years news business; tape; sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview. 30-days notice. Ruston Marshall, Route 1, Bloomingdale, Ohio. Phone Steubenville 4-2830.

TELEVISION

Managerial

Rare combination of engineering and management ability seeks position with TV grantee or applicant. Background includes the construction of 21 broadcasting stations, national sales and advertising management with leading manufacturer of broadcast station equipment. Well acquainted with agencies and sources of program material including motion picture producers. Familiar with current FCC procedure. Salary secondary to long range opportunity with progressive organization. Box 780S, B•T.

*503 RADIO SALESMEN CAN'T BE WRONG!

Announcing two

RADIO SALES TRAINING SCHOOLS

St. Louis, Missouri • FEBRUARY 23-24-25

Asheville, N. Carolina • FEBRUARY 26-27-28

Local Sales are more than Network and National Spot *combined!* Have *enough* salesmen. Give them good *training* . . . good tools. Keep them enthusiastic! Send them to one of our Radio Sales Training Schools. It will be a good *investment.* Write for details.

THE *Fred A. Palmer* CO.
WORTHINGTON, OHIO

** 503 radio salesmen have had training in The Fred A. Palmer Radio Sales Training School.*

Situations Wanted—(Cont'd.)

TV film manager, thoroughly experienced. Programming, procurement, operations. Now with top company. Box 831S, B•T.

Manager-TV traffic, merchandising or sales promotion. Network sales servicing, research and agency time buying experience. College graduate, 30, married, infant daughter. Locate anywhere. G. Mason, 2114 Birchwood, Chicago 45.

Announcers

News-special events. Veteran network radio, magazine correspondent. Datelines Scandinavia, Europe, Balkans, near and Far-East. Writer-director TV and documentary films. Moderator panels and discussion groups. Extensive executive experience. Interested domestic position for family reasons. Box 836S, B•T.

Technical

Wanted, position with larger station with TV CP. Presently employed as chief of 1 kw DA night. Good record and references. Box 755S, B•T.

Engineer with experience gained in establishment of 21 successful broadcasting stations seeks position with TV grantee or applicant to administer operations from construction permit to going business. Salary secondary to opportunity for accomplishment with progressive organization. Box 781S, B•T.

Technical supervisor or assistant chief engineer; first phone license; 5½ years experience all phases with top TV station, including installation, construction; now in supervisory position; ability to train and handle men; married; 31; desire permanent position. Southwest. Box 786S, B•T.

Television opportunity wanted. RCA Institutes TV grad. 2½ years AM experience includes construction, one year chief engineer. Theodore Bonn, 108 Grand Ave., Ridgefield Park, N. J.

Production, etc.

Experienced TV film technician, formerly with medium sized midwestern station, capable of heading department. Best references. Box 360S. B•T.

For Sale

Stations

Midwestern 500 watt daytime indie in market of 150,000. Terms. Box 777S, B•T.

Rocky Mountain. 250 W indie. Nets $20,000. Must be sold. No competition. Box 806S, B•T.

Equipment, etc.

Here is a terrific buy on a Western Electric 353E1 transmitter, complete with tubes and spare tubes, can be used for 100 W, 250, 500 or 1000 operation. Chance to start with low power and increase later with same equipment. Another good buy WE-23C console, needs some re-wiring; Gates antenna tuning unit; 3 shure supercardioid microphones. Highest bidder takes part or all. Box 846S, B•T.

For sale—Following equipment recently removed from service following change in operating procedure. 1—Fairchild transcription turntable with RMC vertical and pickering lateral heads, condition excellent, Model 524A1, new value $625, first $250 takes it. 2—Rek-O-Kut model D-16 turntable chassis, motors rebuilt, fair condition, first offers of $50.00 each take them. 2—Presto TL-10 tape play-backs, 7½" & 15" speeds—good condition, best offer above $75 each accepted. 1—New Weston 0-1.5 R.F. ammeter model 425—$20.00. Prices are F.O.B., WCSI, Columbus, Indiana. Contact Chief Engineer.

Towers-no-steal-just a good buy. Two Stainless Inc. 140 ft. tubular steel uniform cross-section guyed towers, 15 in. across face. Present use-support of 2 microwave passive reflectors. 3 years old. Purchaser dismantles and ships from Milford, Michigan site. Contact C. E. Wallace, Chief Engineer, WJIM-TV, Lansing, Mich.

For sale: Television mobile unit. General Electric RA-14272, in new condition, used less than 4,000 miles. Interior arranged with cupboards and storage space for all equipment necessary for TV remote pickups. Save several thousand dollars! Write for description. WKRC-TV, Cincinnati, Ohio.

Lehigh 200 foot insulated self-supporting tower with A-3 lighting. Used six years. Available soon. WNEB, Worcester, Massachusetts.

REL 1 kw. FM transmitter, monitoring and speech input equipment. 250' 1⅝" coax. Two bay RCA Batwing FM antenna. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Cash for CP or small station, by experienced radio man. Confidential. Details first letter. Box 779S, B•T.

Equipment, etc.

FM transmitter, operating condition. State power, specifications, purchase date, hours logged, price. Box 738S, B•T.

RCA type 301-B field intensity meter. Box 792S, B•T.

Second-hand console or consolette. Must be good working condition. Box 801S, B•T.

Wanted: AM console, limiter and modulation monitor. Prices must be reasonable and equipment in good condition. Need one or all. Box 828S, B•T.

Rack-mounted FM receiver wanted by KNCM, Moberly, Missouri. Give price and description.

#10 copper wire, Wincharger type 300 or similar tower, ground screen, tuning unit, phase monitor, coax, modulation monitor, limiter, sampling loops. Lloyd McKinney, WACL, Waycross, Georgia.

Wanted to buy: Console—specify make, price, age, condition. John Bidwell, WFRM, Coudersport, Pennsylvania.

Wanted: Presto 6N recording lathe, or better. State condition and price. Superior Recording Service, 105 W. Howard Ave., Decatur, Ga.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

Help Wanted

Managerial

ARE YOU THIS MAN?

To a sales-minded manager, who wants to operate a station on his own, opportunity is knocking. No bed of roses but the tough job of bringing a station from low point to a volume it has proved it can produce. Location upstate New York. Salary: whatever you can earn. Stock available if desired. Box 775S, B•T.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

Announcers

disc jockey **Who wants to trade winter wardrobe for Palm Trees and sunshine. Network affiliate on Florida's Gold Coast seeks top-flight man who can take over the most successful record program in town and boost its popularity still higher. Must know records and how to select them; forecast hits, conduct interviews. Some contact with clients to present their sales messages intelligently and translate them into results. Apply by letter in complete confidence with non-returnable snapshot. Tell us about yourself, why you think you're another Martin Block, and salary. No auditions until requested. Must stand complete investigation. No beginners or newcomers please. Box 798S, B•T.**

COMBINATION
night news
and control operator.
Excellent working conditions. Good opportunity for advancement. Send complete details, tape, audition to
KHMO HANNIBAL MISSOURI

Miscellaneous

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
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J. M. HAMILTON & COMPANY
Painting ■ Erection
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YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

℞ FOR: *slow* PULSE—*dragging* HOOPERS—*retarded* REVENUE!

$15,000 per year (with a percentage arrangement over a mutually agreeable gross) will buy you a top network disc personality with an enviable record.

Creative ability, background and previous record can soon eclipse established DJ shows and personalities in your area and bring increased revenue to your local and/or regional AM and/or TV operation thru increased ratings, listenership and advertisers' desire to participate in my shows.

References you'll recognize. All inquiries treated with utmost confidence. Principals only, please.

Box 809S BROADCASTING • TELECASTING

Situations Wanted

Announcers

SPORTS ANNOUNCER

Outstanding play-by-play all sports. Extensive AM-TV experience. Award winner. Now with top station in major market. Station forced to curtail sports. Box 814S, B•T.

70% SHARE OF AUDIENCE
in 5-station market
PROVES ABILITY AS
NEWS-SPECIAL EVENTS MAN
Now seeking improved position with successful midwest operation.
Box 823S, B•T.

TELEVISION

Production-Programming, Others

COMPLETE *TV PRODUCTION DEPARTMENT*

Seven Man Team Covering All Phases of TV Production. Capable of programming your station at minimum cost; assured sponsor satisfaction from first day of telecasting. Experienced in: Production, Direction, Lighting, Film Procurement, News & Commercial Film Production, Stage Management, Set Design & Construction, Writing and Program Origination. Presently employed in successful commercial station. Details and Resumes on request. Box 789S, B•T.

For Sale

Equipment, etc.

ANTENNA • LINES FITTINGS

We are making changes in television transmitting equipment for an impending power increase. As a result, we will have the following available at our studio site, 500 E. Britton Rd., Oklahoma City, on or about June 1, 1953:

One	TF-5A 5-Bay Antenna for Channels 4, 5 & 6, less deicers		$15,000.00
Two	Extra sections feed lines for above	ea.	90.00
2,000'	3⅛" 51.5 ohm Teflon insulated transmission line	per ft.	4.00
Eight	90° Elbows, long sweep	ea.	25.00
Four	Reducers, 3⅛" to 1⅝"	ea.	15.00
Three	90° Elbows, 72 ohm-non gas type	ea.	30.00

For additional information, contact our Chief Engineer, H. J. Lovell, at WKY-TV.

WKY RADIOPHONE COMPANY
OKLAHOMA CITY, OKLAHOMA

ductions, Inc., 11 F.C.C. 812(1946); New England Theatres, Inc., 4 Pike & Fischer, R.R. 1025 (1948). While Paramount may not have chosen or attempted to exert its influence in recent years, its considerable power to do so remained. Failure to exert power openly does not destroy it. See *Universal Carloading Co.* v. *Railroad Retirement Board*, 71 F. Supp. 369.

10. This record therefore shows that as a matter of basic organization. Paramount has been given a dominating position in DuMont which sets it apart, in terms of influence, from all of the other stockholders. This position derives from the particular stock plan adopted and is reflected in the selection of the Board of Directors, selection of officers, the functions of the officers, and veto control of basic matters of corporate activity which require the consent of both classes of stock. We conclude that Paramount Pictures Corporation controls Allen B. DuMont Laboratories, Inc. within the meaning of, and for the purposes of, both Section 310(b) of the Communications Act of 1934, as amended and Section 3-636(b) of the Commission's Rules and Regulations, and that Paramount Pictures, Inc. possessed this control at the times it arranged to and did transfer its stock in DuMont to Paramount Pictures Corporation.

Introductory Statement of Comr. Hennock (Dissenting)

Since in my opinion the record in this proceeding is clearly inadequate to support most of the majority's conclusions, as well as the findings necessary thereto, I must dissent in large part to the Commission's decision. Only with respect to the determination that Paramount Pictures Corp. controls DuMont do I concur with the Commission's decision; in all other respects I do not. It is my firm belief that the great weight of the evidence before us and the necessity of protecting the public interest require that we find:

I. The proposed merger of the American Broadcasting Company and United Paramount Theatres would not serve the public interest, convenience and necessity, and therefore should not be approved.

II. That Paramount Pictures Corp. and United Paramount Theatres, Inc., their officers and directors, cannot on this record be held to be qualified from the standpoint of character and conduct to be licensees of radio and television stations, and that the hearing should be reopened and completed on this issue.

III. That the unauthorized transfers of control of radio and television licenses from Paramount Pictures, Inc. to Paramount Pictures Corp. and United Paramount Theatres were in willful violation of the Communications Act and the Commission's Regulations, and that a grant of their applications for transfer of control without prior settlement of the entire issue of character qualifications would be contrary to the public interest.

IV. And while I am in complete agreement with the Commission's decision that Paramount Pictures Corp. controls DuMont within the meaning of Section 310 (b) of the Communications Act and the five-station Rule, 3.636 (b), I believe that the Commission has erred in not requiring as a consequence thereof that renewals of DuMont's licenses should not be granted unless and until Paramount Pictures Corp. divests itself of all right and interest in DuMont, such divestiture to be accomplished within a reasonable time and in a manner approved by the Commission as in the public interest.

While these particular matters are treated separately in this dissent, the Commission's action must be viewed as a single entity in order to appreciate in full its enormous significance. And such a view makes clear that the Commission has built what was at most a foothill of difficulty into a mountain of trouble for itself and our entire broadcasting system.

To arrive at its conclusions approving the ABC-UPT merger and finding Paramount Pictures Corp. and UPT to be qualified licensees, the Commission has smashed—often beyond repair—precedents, procedures and policies which have carefully been built up over the years of its regulatory process. In areas without established precedent, the Commission has taken an undue risk with the future of broadcasting by permitting the introduction therein of a new and potentially deleterious force and by setting in motion a series of events that must be productive of harmful future consequences upon our radio and television services. There is no disguising the fact that such consequences will hamper and stunt the growth of that most vigorous and flourishing competitive broadcast system which the American people need and deserve. And I am certain that there will scarcely be an occasion or area for Commission action in the future which will not be vitally affected, if not bound, by those unfortunate decisions it makes today.

I fail to see any real need or substantial justification for the Commission's approval of the proposed ABC-UPT merger. Nor am I able to ascertain any sound basis upon which the Commission could, on this record of their antitrust activities and violations of the Communications Act and Commission Regulations, find Paramount Pictures Corp. and UPT to be qualified as licensees. And given the Commission's decision that Paramount Pictures Corp. controls DuMont, there is, in my opinion, no more reason to permit a continuation of such control of a leading broadcasting network by major motion picture *production* interests, than there is to permit the creation of a combination of another such network with motion picture *exhibition* interests, as is involved in the proposed ABC-UPT merger.

Since my disagreements with the majority in this proceeding are so fundamental, and as most important issues of the public interest are involved herein, I am compelled to spell out, in what unfortunately must be such great length, the basis for my position and decision.

Upcoming Events

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

Feb. 19: NARTB TV Information Committee, Hotel Ambassador, New York.

Feb. 19: FCC officials before House Interstate & Foreign Commerce Committee. Open. New House Office Bldg., Washington.

Feb. 23-24: NCAA TV Committee meets on controlled football video plan details, Chicago.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 1-3: American Public Relations Assn. eighth annual conference, Mayflower Hotel, Washington.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: First national television news seminar, co-sponsored Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

XUM

Mixed Blessing

THE FCC's decision in the ABC-United Paramount case opens the way for gratifying expansion by the new AB-PT and by CBS, which acquires WBKB (TV) Chicago as a by-product to the merger. What it means for the DuMont Television Network is not as easy to predict.

In reversing its hearing examiner's recommendations, which we thought to be eminently sound, the FCC decided that DuMont is controlled by Paramount Pictures. The immediate effect of this, of course, is to deprive DuMont and Paramount Pictures of owning more than five TV stations between them. The longer-range effect is harder to foresee.

The operating history of DuMont and Paramount Pictures has been that they have gone virtually their own ways as far as television broadcasting was concerned. Paramount owns and operates KTLA (TV) Los Angeles; DuMont, WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. It is an indication of the separateness of the operations that KTLA is not even an affiliate of the DuMont network.

Here we have two large companies whose broadcasting histories are quite disassociated but who are now adjudged to be in business together. Plainly they either must get into business as a single operating entity, or split apart so distinctly that even the myopic FCC can be shown the gulf between them. Neither course would be easy.

In approving the ABC-United Paramount merger, the FCC found that it would achieve the stimulation of competition which that agency professes to desire. We cannot help but point out that the FCC's decision with regard to DuMont and Paramount Pictures seems to promise the exact antithesis and indeed carries the threat of hampering the DuMont Television Network at a time when its competition has been unleashed for new advances.

No reasonable person can disagree with the soundness of the Commission's approval of the merger and the transfer of WBKB to CBS. There is room for serious disagreement, however, with its decision regarding DuMont and Paramount.

Good Fellows Regime

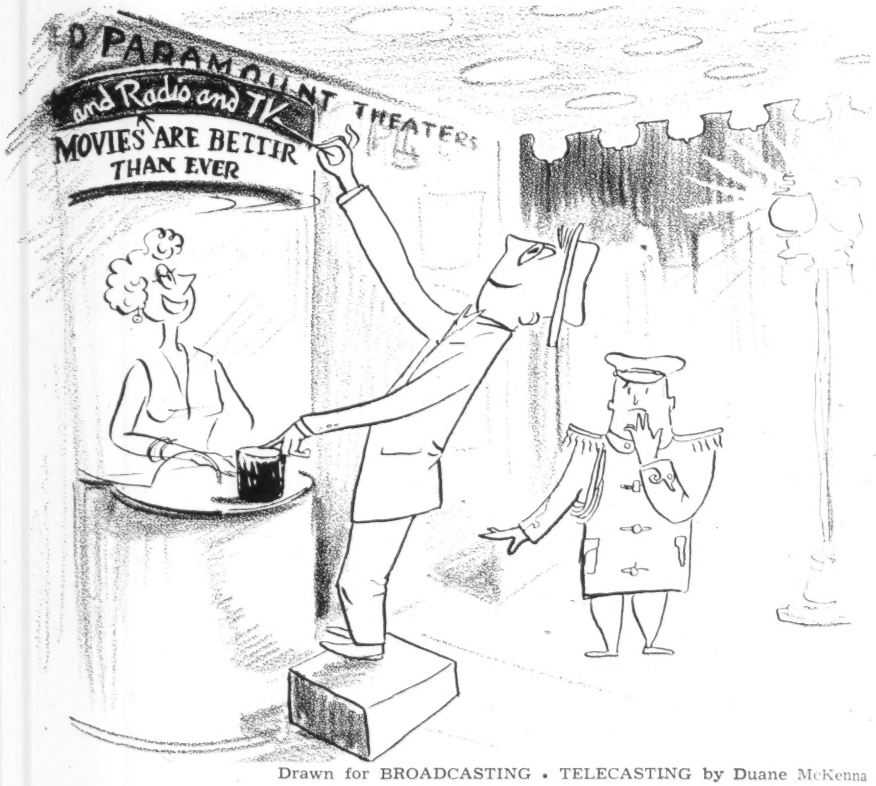
PERHAPS NO enterprise has had more crises than broadcasting. There are still plenty of them. But they're hitting in different areas.

Ten days ago, the NARTB (nee NAB) held its regular quarterly board meeting at Belleair, Fla. Business was handled without a single burning issue, and with no fireworks. Time was when an NAB board session invariably meant controversy, invective and probably reorganization.

The NARTB is in good health, mentally and financially. In the year and one-half that Harold Fellows has served as president, he has succeeded in welding into a smoothly working team a group of experts who theretofore hadn't worked together too well. The *esprit de corps* is at its highest.

We were happy to see the board elevate to vice presidential status such NARTB executives as Bob Richards, Dick Doherty, Ralph Hardy and Thad Brown Jr. They were given security hitherto unknown in NARTB, through three-year contracts.

The principal function of the broadcasters' trade association has always been in two fields—legislation and regulation. Today relations are better both with Congress and with the FCC. The association has unprecedented acceptance and prestige. It speaks nobly for the Fellows regime.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

Cradle to Grave TV

SEVERAL issues have elapsed since we last discoursed on educational television and the excesses that have been committed in its name against the taxpayer. Evidently radio and television broadcasters feel that the fight isn't worth the candle; else how can we explain the almost complete silence from broadcasters' ranks?

Fortunately, there is one organization about to speak out. The Illinois Broadcasters Assn. has in preparation a brochure which it intends to submit to the Illinois Legislature, urging assemblymen to make no commitments for state funds for educational television stations until they have heard testimony on cost, plans and possible results. We've seen the first draft and we commend it to all broadcasters and all legislators as "must" reading.

The brochure cites the unrealistic costs used by educators in estimating their installation charges and in operation. It points out that the initial cost isn't important, but that taxpayers' money must be pledged in perpetuity. It recites the failure of schools to provide low-cost programs or utilize the time offered by commercial stations, which have the established audiences. And it points out that educational stations in radio cannot show a single example of outstanding audience acceptance. It cites the 60-mile coverage limitiation in TV, and that most of the people footing the TV bill in any given state would get no service.

All these reasons have been cited before. The real hooker, however, comes in a projection of what could happen if several hundred educational stations are authorized. Says Leslie C. Johnson, WHBF-TV Rock Island, chairman of the TV Committee of IBA:

"In the background is the spectre of a giant coast-to-coast educational network of 500 to 600 stations, operated and controlled by educators, either immediately or ultimately of necessity by state and federal Governments. Its purpose: Controlled adult education. What a propaganda weapon! * * * * An educational job from the cradle to the grave. * * * * The hand that controls the purse strings is all-powerful in politics."

We think Mr. Johnson spoke an erudite mouthful.

. . . for three decades, the great audience and fine facilities of WLW, the nation's most merchandise-able station, have afforded advertisers sales depth unavailable anywhere else. Now, the WLW-Television stations in Cincinnati, Dayton and Columbus offer advertisers this same leadership. For the finest facilities, greatest circulation and market dominance, buy the WLW stations —best buy . . . year after year.

The Nation's Most Merchandise-able Stations — WLW • WLW-T • WLW-D • WLW-C
Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood

XUM